# Automotive News

April 15, 1991



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# Ford dumps dealer incentives; Olds tries regional pitch

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

The addictive nature of consumer rebates was hammered home again last week as Ford Motor Co. dumped its dealer incentives and restored its consumer spiffs in an attempt to shore up its sagging market share.

Also last week, Oldsmobile discontinued its national consumer rebate program and replaced it with regional promotions that offer buyers $500 to $2,250 a car.

Ford's new program includes customer rebates of $650 to $1,650 on 1990 models and $500 to $1,500 on 1991 vehicles. It does not include cash incentives to dealers.

The new program, which started April 11 and expires June 4, includes Mercury cars and Ford cars and trucks.

Last December, Ford announced a major incentive program that designated the lion's share of its incentive money to dealers. Oldsmobile announced a similar dealer-targeted incentive program in November 1989, but abandoned it a few months later after it did nothing to enhance sales.

Last week, Ford also succumbed to the pressures of a consumer-rebate-driven market. For the first three months of the year, Ford's share of the U.S. car and light-truck market declined to 23.5 percent from 24 percent last year.

While many dealers prefer dealer incentives because they can use the money where it is needed most, they admit that consumer incentives are easier to administer and easier to advertise.

At a meeting of Ford dealers at the National Automobile Dealers Association convention in Atlanta in February, dealers voted to go back to customer incentives.

Many Ford and Lincoln-Mercury dealers seemed to take a "business-as-usual" attitude toward the new program.

Craig Widner, owner of Widner Motor Sales (Ford-Lincoln-Mercury) in Cadillac, Mich., described the dealer incentive vs. customer incentive strategies as a Catch-22 be-


see INCENTIVES, page 38


## REBOUND

### *Sharp focus helps Buick regain sales*

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

**Buick General Manager Edward Mertz seemed to bubble over with pride last month as he discussed with reporters his division's sales performance in 1991.**

The casually dressed Mertz, dripping confidence and looking a bit surprised, told the gathering in Scottsdale, Ariz., how Buick had passed the invincible Honda nameplate and gained ground on No.3-nameplate Toyota.


Patriotic uptick fizzles out, Page 20

AUTOMOTIVE NEWS/JOE WILSSENS

**"I don't expect to catch Toyota and we may not stay ahead of Honda all year, but we're very happy with what's going on," says Buick's Mertz.**

Buick has made great strides toward recovery in 1991 after falling like a rock since 1986, when Mertz took over. Mertz attributes the recent success to an unwavering, more narrowly defined approach to product, styling and marketing. Once Mertz and company determined what Buick stood for, nothing got in the way.

"Now, I don't expect to catch Toyota and we may not stay ahead of Honda all year, but we're very happy with what's going on," Mertz said.

Then the March sales figures came in. Honda regained its position as the No. 4 car make in the country and Buick fell to fifth.

Buick isn't all the way back. In 1991, it will sell more than 200,000 units, fewer cars than in 1986. But Buick draws encouragement from:

- Sales of the new, pricey Park


see BUICK, page 19


# GM dealers to get full 5% allowance on '91 carryovers

### *No more penalty for late sales*

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has sweetened its traditional 5 percent carryover allowance for 1991 vehicles left in dealers' inventory when the 1992 model year begins. It will pay dealers 5 percent of sticker price for every one of those vehicles delivered to customers through March 31, 1992.

In addition, dealers will receive a lump-sum payment of 5 percent for all eligible 1991 vehicles in inventory on April 1, 1992.

This is a dramatic change from last year's carryover allowance, which paid dealers 5 percent of sticker price on all vehicles delivered to customers through Dec. 31 and a flat $150 on all eligible 1990 vehicles in inventory after that.

Since the 1950s, GM has paid dealers 5 percent of sticker for all cars left in stock when the new model year begins. In recent years, because of high inventories, GM has given dealers the option of participating in model closeout retail promotions to clear vehicles from dealers' lots. Those programs are offered instead of a carryover allowance or in combination with the carryover allowance.

That could happen again this summer if there is a glut of cars. GM may ask dealers to surrender all or part of the 5 percent carryover allowance to participate in an end-of-model-year promotion.

Another change in recent years has been a shift from a lump-sum payment to payments as vehicles are sold and delivered to customers.

GM recognizes that old-model cars and trucks still in inventory


see CARRYOVER, page 39


# Chrysler banks on new products as it fights for life

By Mary Connelly and Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTERS

**CHRYSLER'S GAMBLE**

The Chrysler Corp. of the 1990s is betting its future on a strategy that the company avoided in the 1980s. The new strategy: Bring out totally new cars and trucks, year after year, and steer clear of diversification.

Chrysler's balance sheet is taking a terrible beating. But as cash-strapped as the company is, it will certainly navigate its way through this year's storms to at least glimpse some sunlight in 1992.

Then, with the introduction of the first all-new car platform since the K-cars of 1980, Chrysler will either begin a comeback or be swamped by the huge costs of trying to remain competitive as a one-continent player in a global game.

The $3.36 billion in cash that Chrysler had the end of 1990 dwindled to less than $2.7 billion in the first quarter of 1991. At the same time, the company is shelling out $9.32 billion on just two of its vehicle programs by 1992: the new mid-sized LH-platform cars and an updated Jeep. That may not leave much of a financial safety net to face the uncertainties of 1992 and beyond.

"We don't bet the ranch on an optimistic, rosy future," says Robert S. "Steve" Miller Jr., Chrysler's vice chairman and chief financial officer. "We assume this recession may well last into 1992 and are continuing tough cost-cutting measures, trying to conserve our cash resources and everything else for the long haul."

Under the chairmanship of Lee Iacocca, Chrysler has swung this way and that since it rose from its deathbed to prosperity in the early and mid-1980s. The company put its money into diversification rather than new products, and entered the 1990s with an aging product line that President Robert Lutz admits is based on a platform that has become too narrow for Americans' tastes.

Iacocca, 66, who oversaw the halcyon days of the 1980s and must now help forge a strategy for the 1990s, admits he is tiring of the battle. And certainly the Iacocca era seems to be winding down. Thursday, an Iacocca protege, Richard E. Dauch, executive vice president for worldwide manufacturing, said he was leaving


see CHRYSLER, page 36



Dauch exits Chrysler, Page 2

What's 'For Sale,' Page 36

Suppliers help save cash, Page 37

**Lutz: "If we hadn't started on that cost reduction program, we would not be sitting here."**

### GMAC penalizes some dealers

Dealers who submit too many credit applications with General Motors Acceptance Corp. that do not result in GMAC business may be subject to a $25 penalty for every incomplete transaction. Story on Page 4


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# Dauch leaves with Iacocca era entering twilight

## *Manufacturing exec renowned for brash, hard-charging style*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — As one Chrysler Corp. expatriate tells the story, Dick Dauch was in the conference room adjacent to his fifth-floor office in Chrysler's headquarters.

As executive vice president of worldwide manufacturing, Dauch was rallying his troops in his typical grandiloquent style. As the decibel level of his speech rose, the sentences became peppered with various vulgarities.

On the other side of the wall in an adjacent conference room, well within hearing distance, sat a decorous and genteel lady visitor — the mother of company Vice Chairman Robert S. 'Steve' Miller Jr.

> "I wasn't asked to leave. Dick Dauch is leaving because he wants to leave. This is something Dick Dauch wants to do."
>
> **Dick Dauch**
> Chrysler executive

As a result of that incident, all executive conference rooms are now dotted with placards cautioning users that the rooms are not soundproof and conversations may be overheard.

In his nearly 12 years at Chrysler, no one ever accused Richard E. "Dick" Dauch of being quiet or unassuming.

And it may be precisely that domineering and brash tone that led to his departure from Chrysler last week.

As he said himself last Thursday: "Nobody has ever accused me of being a timid leader."

Indeed, the leadership style of the one-time Purdue University varsity linebacker has been likened by at least one former colleague to that of U.S. Gen. George S. Patton.

But while that style seemed in nearly 12 years at Chrysler to earn Dauch the devotion of the men and women on the plant floor, it apparently instilled fear in his subordinates and was barely tolerated by some in the upper echelon of Chrysler management.

And as Chrysler's power base has begun gradually changing in recognition of the impending retirement of Chrysler Chairman Lee Iacocca, Dauch apparently no longer fit the new order.

Iacocca hired Dauch. When the company was tottering on the brink of bankruptcy a decade ago, Iacocca gave Dauch the charge of turning some of the industry's worst manufacturing facilities into world class operations and humane industrial environments.

By most accounts, Dauch has succeeded and earned high marks from the union rank-and-file who today toil in better lighted, better laid-out and friendlier work places. He frequently is recalled as the guy who painted all plant floors white to brighten the facilities and display his commitment to cleanliness.

But the cost to Dauch has been high. Dauch describes Iacocca as his "tutor and mentor" and at least twice in the last four years stories have swept through the auto community that Iacocca stepped in to save Dauch's job when he crossed other executives once too often.

Now, as Dauch says, "an end of an era is coming at Chrysler."

Translated, that means Iacocca is preparing to depart and Chrysler President Robert A. Lutz is readying to takeover. There seemed no place for Dauch in a Lutz regime.

There were suggestions last week that Dauch was asked to leave Chrysler and had been given three months to do so earlier this year.

Dauch vehemently rejects that notion. "I wasn't asked to leave. Dick Dauch is leaving because he

see DAUCH, page 34

"An end of an era is coming at Chrysler," says Dick Dauch, who quit as chief manufacturing executive for the automaker last week.

H. Ross Perot says he still likes Detroit.

## Chrysler board hears Perot

**Is Texas billionaire H. Ross Perot getting back into the automobile business through Perot Systems Corp. in a computer deal with Chrysler Corp.?**

**Probably not, but the scrappy entrepreneur did speak to the Chrysler board of directors last week, providing them with insights into his unique business philosophy — a philosophy that was rejected by General Motors.**

**And, Perot says, he still likes Detroit.**

**He should. It was in Detroit that Perot made a cool $700 million after he sold Electronic Data Systems Corp. to GM in 1984, became a member of the automaker's board of directors, squabbled with former GM chairman Roger Smith then relinquished his board seat for the money and headed south.**

**— Charles M. Thomas**

## O'Neal ordered to pay $5.5 million

ORLANDO, Fla. — A circuit judge has ruled that James O'Neal Jr. must pay $5.55 million to SunBank N.A. for loans he took to buy numerous auto dealerships under golfer Arnold Palmer's name.

O'Neal, the only stockholder of APAG Holdings Inc., defaulted on the loans in December, prompting the bank to place his company and an Orlando Cadillac dealership under court control.

O'Neal was general manager of Palmer's auto dealership in Charlotte, N.C. He formed APAG — believed to stand for Arnold Palmer Automotive Group — to acquire six dealerships owned by the golfer, along with about a dozen others, in efforts to form the nation's largest chain.

Palmer, who was a close friend of O'Neal's, withdrew his support of APAG at the end of last year.

SunBank earlier received court authority to sell Braun Cadillac in Orlando because it was part of the collateral put up to secure the loans to O'Neal.

But that effort is being challenged by the Edward R. Braun family because they have not received full payment for the sale of the dealership to O'Neal.

O'Neal, who lives at Palmer's Bay Hill development in Orlando, did not attend the Tuesday hearing before Circuit Judge Rom W. Powell.

**— The Associated Press**

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## Corrections

- An April 1 story on CIMCO Inc., a supplier of metal automotive parts and subassemblies, contained two errors. The story erroneously said CIMCO intends to become a tier-one supplier to Japanese transplants. Company President Peter Reick says the company is pursuing business with all automakers. The story also erroneously reported that CIMCO owns part of Mazda Motor of America, Inc. Reick says CIMCO owns no part of any Japanese maker. C. Itoh & Co. Ltd. of Japan, CIMCO's parent company, owns part of Mazda Motor of America.
- A computer error dropped Isuzu's February light-truck sales from year-to-date figures in the total vehicle market chart published April 8. The revised chart, with corrected market shares, is reprinted on Page 33.

# NHTSA issues roof-crush rule for trucks

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Light trucks will be required to meet passenger car roof-crush standards and have center-mounted stop lamps beginning Sept. 1, 1993.

The new rule, issued last week, came less than a month after the federal government said all light trucks would have to have passive restraints by the 1998 model year. In both cases, Jerry R. Curry, administrator of the National Highway Traffic Safety Administration, made the announcements on the same day of Senate hearings on safety issues.

Curry: pushing truck safety

Both hearings were chaired by Sen. Richard Bryan, the Nevada Democrat who is at odds with the industry because he's pushing for mandated air bags and higher fuel economy standards.

Bryan's hearing last week, held by the Consumer Subcommittee of the Commerce, Science and Transportation Committee, was on a bill to change NHTSA's charter. The measure, still being drafted, seeks to set deadlines for rules to bring light trucks in compliance with all passenger car standards. The proposal also would require rollover standards for cars and trucks and would give consumer groups the right to sue the agency if the groups disagreed with a decision.

Curry surprised the packed hearing room with the announcement that the roof-crush standard and rear center-mounted stop lamp rules had cleared final hurdles.

The stop lamps have been mandated on cars since the 1986 model year. Under the roof-crush test, a light truck is subjected to a force 1.5 times greater than its own weight and must not have a roof dent more than five inches.

Bryan also introduced a bill to change NHTSA's charter last year. It cleared the Senate but died in the House.

Rather than argue against the proposed bill, Curry took the offensive and deluged Bryan with examples of the agency's work. Curry even promised to re-examine whether NHTSA should reinstate a 5 mph bumper standard, which the agency rolled back to 2.5 mph in 1982. Consumer activists have hammered NHTSA and Congress to reverse the decision, and Bryan raised the issue during the hearing. Curry said an interim report on the effectiveness of three passive restraint systems — air bags, automatic shoulder belts and automatic lap and shoulder belts — will be completed this year.

The agency also is nearing a decision on a light-truck rollover standard, frontal and side impact head protection and anti-lock brakes for trucks.

In addition, NHTSA is considering whether to require improved frontal crash protection and how to further protect pedestrians hit by passenger cars. Decisions will be made by 1993, Curry said.

Consumer advocates who testified later were not satisfied with the administrator's timetable.

Joan Claybrook, president of Public Citizen and former NHTSA administrator from 1977 to 1981, said the agency's top priorities should be head injury and pedestrian safety standards, safer braking systems, and increased research in biomechanics, the study of injury and tolerance to crashes.

The Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers said there is no need for Congress to impose detailed regulations or to set timetables for NHTSA because the agency has been revitalized and is issuing numerous new requirements.

# U.S., Japan square off over parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — U.S. trade officials are warning Japan's carmakers that they must buy more U.S. auto parts to avoid a resurgence of anti-Japanese protectionist pressures in this country.

Michael Farren, U.S. undersecretary of commerce for international trade, flatly told a group of Japanese auto industry officials here last week that the political repercussions of the "parts trade imbalance" between the two countries would be detrimental to Japanese business in the United States.

"What will happen I would not want to speculate," said Farren, who spoke at a conference sponsored by the Department of Commerce and Japan's Ministry of International Trade and Industry. Executives from all the Japanese carmakers and representatives of about 100 U.S. supplier companies attended.

"If we don't correct the situation, there will be a lot of people out there with proposals for changes that I don't think will be helpful for either industry," Farren said.

He cited auto parts as the primary component of the United States' total $41-billion-a-year trade imbalance with Japan. Reducing the $10.5-billion parts-trade deficit has emerged as this country's leading trade objective, said Farren.

> "Ford has its Glass Division. That's *keiretsu*. General Motors has its parts division. That's *keiretsu*. It's discriminatory. I'm not criticizing them. It's their structure."
>
> **Hiromichi Kamimura**
> Toyota Motor Corp.

Japan has exported more than $11 billion in auto parts to the United States over the past two years, while U.S. parts makers exported approximately $640 million in parts to Japan. The resulting $10.5-billion deficit is up from the $2-billion deficit in 1984, when U.S. and Japanese trade officials first agreed to address the issue. The figure does not reflect more than $7 billion that Japanese car companies spend to produce and buy parts within the United States.

But a soon-to-be-released study claims that U.S. auto parts makers are about to lose more ground than ever to the Japanese, despite years of promises from Japanese carmakers that they will increase purchases of U.S. components.

The study, expected to be released this week by the University of Michigan, predicts that the parts deficit, rather than easing, will double over the next four years.

The study suggests that increasing imports of aftermarket parts for Japanese vehicles will result in the parts deficit swelling to $22 billion by 1994.

AUTOMOTIVE NEWS/JOE WILSSENS

**Jackie Elliot of Donnelly Corp. in Grand Haven, Mich., packages mirrors for Honda of America Manufacturing Inc. in East Liberty, Ohio.**

The report also predicts that the total auto trade deficit with Japan will increase from $31 billion in 1990 to $46 billion in 1994, and that parts sales will become the largest portion of the deficit.

Over the past year, the parts-trade issue has sparked U.S. industry interests to call for trade sanctions against Japan that could include limiting Japan's access to the U.S. market. Most recently, Chrysler Chairman Lee Iacocca has called for a limit to Japan's U.S. vehicle market share.

The Michigan study was commissioned by the Auto Parts Advisory Committee, a private industry group formed last year to advise the Department of Commerce on automotive trade issues. Insiders expect the committee to ask the Commerce Department to push Japan to further open its automotive market to U.S. suppliers. Farren blamed the Japanese government for much of the frustration that U.S. parts firms have experienced in failing to win Japanese sales contracts. He said Japan's government is "woefully lacking" in its efforts to prevent discrimination against U.S. parts companies.

He also suggested that the Japanese *keiretsu* system of suppliers — which includes cross ownership of carmakers and their suppliers — serves as an impediment to U.S. sales in Japan and "leads to collusion and exclusion of competitors."

The Federal Trade Commission is investigating Japanese *keiretsu* practices in the United States.

Hiromichi Kamimura, corporate manager for Toyota Motor Corp.'s North American purchasing activities, said the political clouds over the parts issue would not affect Toyota's U.S. purchasing plans. The company has said it will purchase $1.2 billion in North American materials next year, up from $300 million two years ago.

"It doesn't affect us," Kamimura said. "What am I to do? I'm a businessman doing business with American suppliers. Some people are trying to pressure us into buying more. Do they want us to buy uncompetitive or defective parts? No one has to pressure us to buy parts that are desirable."

Kamimura also said that Farren's comments on *keiretsu* contradicted the findings of the Motor and Equipment Manufacturers Association, a U.S. trade group of about 800 suppliers. MEMA found the *keiretsu* system is a natural outgrowth of Japan's manufacturing base.

"I cannot understand why Mr. Farren is so brassy as to disregard MEMA's own study," Kamimura said. "Ford has its Glass Division. That's *keiretsu*. General Motors has its parts division. That's *keiretsu*. It's discriminatory. I'm not criticizing them. It's their structure. It's very hard to crack GM's parts business."

# GMAC penalizes some deals for too many credit checks

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Dealers who submit too many credit applications with General Motors Acceptance Corp. that do not result in GMAC business may be subject to a $25 penalty for every incomplete transaction.

The finance subsidiary has implemented a policy that gives local GMAC branch offices the authority to require the charges selectively of dealers who are "using GMAC as a credit clearinghouse," said GMAC spokesman John Andrews.

If branches determine that a dealer over the span of a quarter is submitting too many applications that are not resulting in business, the branch manager can warn the dealer that a $25 fee per application will be levied if the same rate of incomplete transactions continues in the next quarter, Andrews said.

"When we put in our tiered rate structure (in January 1989), we found there was an increase in the number of applications that were approved with no contract resulting," Andrews said.

He said GMAC determined dealers were using GMAC as a bargaining tool with local banks and competitors such as GE Capital Corp.

The $25 fee is the estimated cost of running a credit check on a customer and the time GMAC branch employees spend processing an application, Andrews said.

Andrews would not say how many dealers have been subjected to the fee, but he said the number is very small.

Even if the number of dealers affected is small, GMAC determined that only a national program administered locally would fairly deal with the problem, Andrews said.

# Iacocca's pay rises, Poling's dips

By Kathy Jackson and Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTERS

Chrysler Corp. paid Chairman Lee Iacocca's $4.58 million in salary and other compensation in 1990, a notch above the $3.98 million paid to him in 1989, but far short of the $20.6 million he received in 1986.

The compensation of top officers at Ford Motor Co. was reduced last year. Bonuses were eliminated because Ford's net earnings fell from $3.9 billion in 1989 to $860 million. Bonuses in 1989 were almost equal to salaries.

According to Chrysler's proxy statement, the company also paid Iacocca $1.6 million for real estate in Michigan and Florida he owned as a condition for extending his employment and granted him a variety of stock grants and options.

None of top management exercised any stock option in 1990.

Bennett E. Bidwell, retired chairman of Chrysler Motors, received $857,889 compared to $1.1 million in 1989. Bidwell also will receive $100,000 this year as chairman of the board of Pentastar Transportation Group, according to the proxy statement.

Robert A. Lutz, president, received $948,306 compared to $951,436 a year earlier.

R.S. Miller, Jr., vice chairman, received 833,379 compared to $874,266 in 1989.

R.E. Dauch, executive vice president who resigned last week, received $688,907 in compensation.

At Ford, Harold Poling, chairman and chief executive officer, earned $1.2 million last year, compared to $2.9 million in 1989, when he served as vice chairman and chief operating officer.

**1990 CHRYSLER COMPENSATION**

| | Salary | Stock Incentive | Other | Total |
|---|---|---|---|---|
| Lee Iacocca, chairman | $ 918,182 | $ 218,417 | $3,443,862 | $4,580,461 |
| Bennett Bidwell, Chrysler Mtrs. chairman | 488,803 | 115,833 | 253,353 | 857,989 |
| Robert Lutz, president | 562,574 | 135,833 | 249,899 | 948,306 |
| R. S. Miller, vice chairman | 503,852 | 116,333 | 211,194 | 833,379 |
| Richard Dauch, exec. vice chairman | 415,789 | 97,667 | 175,451 | 688,907 |

**1990 FORD COMPENSATION**

| | Salary | Bonus | Stock options | Total compensation | Percent change from 1989 |
|---|---|---|---|---|---|
| Harold Poling, chairman | $1,221,339 | — | — | $1,221,339 | –58.4 |
| Philip Benton president | 788,392 | — | 348,750 | 1,137,142 | –45.2 |
| Louis Ross, executive vice president | 643,907 | — | 348,469 | 992,376 | –42.4 |
| Allan Gilmour, executive vice president | 623,730 | — | — | 623,730 | –68.8 |
| Alex Trotman, executive vice president | 516,193 | — | 165,656 | 681,849 | —* |

*Alex Trotman's compensation was not reported for 1989, when he was not among the top five earners at Ford.

Donald E. Petersen, Ford's chairman in 1989, earned $6.6 million in 1989, including $3.5 million by exercising stock options.

Despite the deep cuts in total compensation, UAW President Owen Bieber and Vice President Ernest Lofton say the executives still make too much money.

"Compensation stretching into the millions of dollars has become far too common among auto executives," the union leaders said in a prepared statement. "We find such compensation difficult to justify while auto workers and their families are suffering the pain of layoffs in a sluggish market."

Chrysler's proxy disclosed that the board of directors will shrink to 13 members. And, according to the proxy, corporate raider Kirk Kerkorian's Tracinda Corp., based in Beverly Hills, Calif., is the largest single stockholder with 22 million shares or 9.78 percent of stock outstanding.

Kerkorian is followed by the Wellington Management Co., based in Boston, with 20,087,350 shares or 8.91 percent; and Sanford C. Bernstein & Co., based in New York, with 17,903,791 shares or 7.99 percent of stock outstanding.

# Ford dividend squeezed by debt, waning cash flow

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Growing debt and declining cash flow from operating activities played a part in Ford Motor Co.'s dividend cut last week.

Directors slashed the quarterly dividend on common stock from 75 cents a share to 40 cents, a move that will save the company about $650 million annually.

General Motors and Chrysler Corp. cut their common stock dividends earlier this year. GM's quarterly payout fell to 40 cents a share from 75 cents; Chrysler's, to 15 cents from 30 cents.

Ford had more cash on hand at the end of last year than it did on Dec. 31, 1989, $6.8 billion compared with $5.4 billion, but liabilities rose from $138 billion in 1989 to $150 billion.

The automotive side suffered most. Automotive debt soared from $3.7 billion in 1989 to $7.4 billion last year, and liabilities increased from $30.1 billion to $35.8 billion.

Net cash flow from operations also has been declining. Automotive operations generated $7.8 billion in cash in 1988, $5.6 billion in 1989 and $4.1 billion last year.

Capital expenditures rose from $6.7 billion in 1989 to $7.2 billion last year.

Scott Merlis, securities analyst at Morgan Stanley in New York, said Ford is not overburdened with debt, but its commitment to increase capital spending made the dividend cut a "prudent and positive measure."

Ford's other major division, financial services, also incurred more debt and suffered a decline in cash flow. Cash flow from operating activities dropped from $4 billion in 1989 to $3.3 billion last year. Debt increased from $81.8 billion to $88.1 billion.

# TV spending rises 13 percent

*But the biggest dealer advertisers cut back at local stations*

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Despite sluggish vehicle sales, the nation's automakers and their dealers spent $3.21 billion for national and regional television advertising, up 13 percent from $2.84 billion in 1989.

The Television Bureau of Advertising, in a report developed from Arbitron data, summarized television advertising expenditures by automakers and dealers in 1990.

Most of the 13 percent increase is attributed to network spending, which rose 21 percent to $1.76 billion from $1.45 billion in 1989. Spot television — market-by-market — advertising was $1.44 billion, a 4 percent increase over the $1.39 billion spent in 1989.

Jim Joyella, president of the Television Bureau of Advertising, attributed the network spending rise to new product introductions and corporate campaigns geared to increasing brand awareness.

Fred Danzig editor of *Advertising Age*, a sister publication to *Automotive News*, said the bureau's figures indicate that factories and dealers actually spent more on television advertising in 1990 than 1989 because television ad "rates didn't increase in double digits."

Danzig said the announced 1990 television rate increase was around 6 or 7 percent, but big spenders such as GM and Ford were able to negotiate discount rates because they buy in bulk. That makes it difficult to determine how much of the 13 percent increase can be attributed to rate increases, he said.

"There is no rate card," said Danzig. "Everything is negotiable."

The economic downturn was evident at the local dealer level, which experienced a 16 percent decline in television advertising. In 1990, the nation's 15 leading dealer television advertisers collectively spent $270.6 million compared to $321.4 million in 1989.

General Motors and Ford Motor Co. and their respective dealer associations remained the top television ad spenders in the automotive category in 1990. GM and its dealer associations spent $978.4 million for network and spot television ads, a 16 percent increase over 1989; Ford and its dealer associations spent $407.8 million for network and spot television, 6 percent more than the previous year.

Toyota Motor Sales U.S.A. Inc. and its dealers increased spending by 42 percent to $403.2 million to become the third largest automotive television advertiser in 1990. Toyota surpassed fourth place Chrysler Corp., which spent $335.4 million, an increase of 8 percent over 1989.

Nissan Motor Corp. in U.S.A. was the fifth largest television ad spender at $267.8 million, up 34 percent over 1989.

For two years running, Toyota nameplate had the largest television budget of any single nameplate. Toyota and its dealers spent $210.5 million to advertise the nameplate in 1990, 33 percent more than the $157.9 million it spent the previous year.

The Ford nameplate was second with $168.3 million in ad revenues. Ford was followed by Nissan at $165.2 million; Buick at $132.2 million; and Honda at $125.2 million.

Luxury nameplates Lexus and Infiniti, which debuted in fall and winter 1989, respectively, enjoyed their first full year of advertising in 1990. Both outspent European nameplate Mercedes-Benz. Lexus spent $80.2 million, an increase of 168 percent; Infiniti spent $50.8 million, an increase of 211 percent. The Mercedes-Benz nameplate spent $48.6 million, 22 percent more than it spent in 1989.

Several GM nameplates decreased their 1990 television ad spending from the previous year. Chevrolet spent $120.9 million, down 5 percent; Pontiac spent $108 million, down 22 percent; Oldsmobile spent $105.7, down 14 percent and Geo spent $56.3 million, down 7 percent. Cadillac spent $71.1 million, one percent more than 1989.

GM's decreased spending partly reflects the $80 million the automaker slashed from its ad budgets for the first half of 1990. GM later restored some of the savings to fund a new corporate campaign that focused on the quality of its products.

Mazda, which launched a massive ad campaign to introduce its Navajo sport-utility last fall, spent $72.7 million on truck advertising in 1990, 134 percent more than the previous year.

In the individual auto dealer advertising category, Atlanta Toyota spent $3.2 million, making it the biggest single purchaser of television advertising in 1990. Still, that was 23 percent less than the dealership spent the previous year.

## LEADING AUTO DEALER TV ADVERTISERS

**Figures in thousands of dollars**

| | 1990 | 1989 | Percent Change |
|---|---|---|---|
| 1. Atlanta Toyota, Atlanta | 3,210 | 4,187 | −23 |
| 2. Cal Worthington, Sacramento | 1,885 | 1,716 | +10 |
| 3. Cerritos Auto Square Dealers, L.A. | 1,678 | 1,665 | + 1 |
| 4. Lynn Hickey Dodge, Oklahoma City | 1,628 | 1,367 | +19 |
| 5. Foothill Nissan, Los Angeles | 1,348 | 3,300 | −59 |
| 6. Cal Worthington, Los Angeles | 1,346 | 2,468 | −45 |
| 7. Pete Ellis Motors, Los Angeles | 1,335 | 1,589 | −16 |
| 8. Celozzi Ettleson Chevrolet, Chicago | 1,335 | 2,126 | −37 |
| 9. Worthington Chevrolet, Houston | 1,329 | 2,118 | −37 |
| 10. Ricart Ford, Columbus, Ohio | 1,182 | 1,171 | + 1 |
| 11. Long-Lewis Ford, Birmingham | 1,119 | 1,382 | −19 |
| 12. Nationwide Nissan Saab Isuzu, Balt. | 1,044 | 4 | — |
| 13. Claremont Auto Park, Los Angeles | 1,019 | — | +inf. |
| 14. Maher Chevrolet, Tampa | 1,003 | 680 | +48 |
| 15. River Oaks Toyota, Chicago | 1,001 | 520 | +92 |
| 15. Fox Chevrolet, Baltimore | 1,001 | 905 | +11 |

SOURCE: Television Bureau of Advertising from analysis of Arbitron data.

## LEADING TV ADVERTISERS

**Table shows advertising spending, in millions of dollars, on network and spot TV for cars and trucks by companies and dealer associations.**

| | 1990 | 1989 | Percent Change |
|---|---|---|---|
| 1. General Motors | $978.4 | $846.7 | +16 |
| 2. Ford | 407.8 | 384.6 | + 6 |
| 3. Toyota | 403.2 | 283.0 | +42 |
| 4. Chrysler | 335.4 | 310.0 | + 8 |
| 5. Nissan | 267.8 | 199.6 | +34 |
| 6. Honda | 199.4 | 175.7 | +13 |
| 7. Mazda | 168.9 | 123.4 | +37 |
| 8. Hyundai | 98.7 | 105.4 | − 6 |
| 9. Mitsubishi | 77.1 | 75.1 | + 3 |
| 10. Subaru | 62.2 | 95.1 | −35 |
| 11. Isuzu | 54.7 | 40.8 | +34 |
| 12. Mercedes | 48.6 | 39.9 | +22 |
| 13. Volkswagen | 45.9 | 54.7 | −16 |
| 14. BMW | 27.3 | 33.6 | −19 |
| 15. Volvo | 8.6 | 12.7 | −33 |
| 16. Saab | 7.3 | 12.6 | −42 |
| 17. Suzuki | 4.6 | 24.2 | −81 |
| 18. Automobiles Peugeot | 3.5 | 4.9 | −27 |
| **TOTAL** | **$3,206.3** | **$2,843.4** | **+13** |

Source: Television Bureau of Advertising from analysis of Arbitron data.

# Saturn running 26-minute 'documercial' film on two cable networks

By Raymond Serafin and Alison Fahey
CRAIN NEWS SERVICE

Saturn Corp., nearing the last lap of a near-national rollout, is using an unusual buy on two cable networks as a key part of its expansion during the next 60 days.

A 26-minute film, "Spring, in Spring Hill," produced in 1989 by Hal Riney & Partners of San Francisco for internal use by Saturn, is scheduled to air on cable networks Arts & Entertainment and VH-1.

Riney calls the film the first "documercial," differing from "infomercials" in quality and the lack of a direct-response aspect.

Saturn and Riney negotiated prices at programming rates rather than ad rates, similar to what Saturn did last fall when it ran the film on stations in five markets.

Saturn's ad budget for its launch period from last fall through the end of this year is estimated at as much as $100 million.

"Spring" broke March 29 on VH-1, where it will air 17 times through June 4. It will air 13 times on A&E from April 20 through June 8. A disclaimer saying that the program is paid advertising runs at the beginning.

Officials at VH-1 and A&E said such a program is unprecedented for cable.

"We have some paid programming in the wee hours of the morning, but those are infomercials. This is completely different," said Doug Greenlaw, senior vice president for advertising sales at MTV Networks, which operates VH-1. "We see this as a piece of programming. We've never done this in prime time before."

The cable buys coincide with Saturn's addition of 34 dealers in April and 22 in May and June to bring its total to to 124 covering about 80 percent of the U.S. population.

Through March 31, Saturn had sold 8,759 cars since dealerships first opened Oct. 25.

Production and sales are accelerating. Saturn sold 3,302 cars in March, its best month, and a second shift is slated to begin working at Spring Hill this month.

A&E and VH-1 provide the sort of highly educated, import-owning audience that Saturn is going after, said Thomas Shaver, director of marketing services for Saturn.

"Spring" details how the Saturn project grew from a desire by GM executives and union members to forge a new, non-adversarial relationship dedicated to developing products that could compete head-on with the imports.

# Zinc-air battery developer hopes race win sparks interest

By Melanie Johnston
SPECIAL CORRESPONDENT

PHOENIX — Now that it has a checkered flag to wave, the developer of a zinc-air battery for electric cars is hoping to attract attention from a major automaker.

A sleek Honda CRX powered by 67 horsepower worth of batteries built by Dreisbach ElectroMotive Inc. of Santa Barbara, Calif., swept past the checkered flag at the Solar & Electric 500 on April 7, averaging just under 60 miles per hour while completing 108 laps on the one-mile oval at Phoenix International Raceway. In qualifying runs, it averaged 69.4 mph.

"This win gives us credibility with the battery," said Len Danczyk, director of market development for DEMI.

"We would like to sublicense the technology to automotive companies that adopt the concept of zero-emission vehicles and use our proprietary technology," he said. "This could take the form of a spin-off company that would be funded in part by an automotive company partner committed to this concept."

Danczyk noted that this scenario would put DEMI in the role of partner, not vendor, in the engineering and production of electric vehicles.

He also said DEMI could provide the zinc-air battery to auto manufacturers on an original equipment manufacturer basis.

One potential partner is Honda. Although DEMI purchased the CRX from a California dealer, American Honda Motor Co. later joined the effort by furnishing parts and another CRX as a support vehicle, as well as loaning racing experts for suspension tuning.

Danczyk would not comment on whether Honda had expressed an interest in teaming with DEMI, but he noted the two companies were in the midst of a relationship and that "negotiations are in progress. They've seen that we are a very professional organization and can deliver on the technology."

A handful of executives from Japan's Honda Motor Co. Ltd. attended the race, and a spokeswoman for American Honda said the company will continue to support DEMI for the two-year life of the project, which was funded by $45,000 in grants from electric utilities in California and Arizona.

Engineers from Hyundai Motor Co. of Korea attended the race, as did representatives from each of the Big 3, but the Detroit contingent kept a low profile.

Ernie Holden, president of the Solar and Electric Racing Association, which sponsored the 500, confirmed that General Motors, Chrysler Corp. and Ford Motor Co. were represented, but none sponsored a car in the race. GM participated in an energy-conservation trade show during the race with a photographic display of the Impact, an electric vehicle scheduled for production in Lansing, Mich., during the middle of the decade.

The CRX was the star of the race, but among the other 12 entrants were several hopeful commercial ventures.

Two entries from Solectria, an Arlington, Mass., company that plans to market electric/solar-assisted cars directly to consumers, finished in second and fifth places. Brochures distributed at the race indicate that Solectria was seeking additional investors.

California Electric Cars, whose convertible sports car placed fourth by finishing 86 laps, expects to sell its 80-mile-range Monterey model to rental fleets in Hawaii for $26,000. The car was powered by lead-acid batteries.

Craig Campbell, president of the Seaside, Calif., company, said Hawaii's climate, limited driving range and concern for the environment make it a primary market.

Doran Motor Co. of Sparks, Nev., showed its three-wheel sports car, but was not allowed to race because rules prohibit prototypes. Company founder Rick Doran said he will soon begin selling single cars to established automotive dealers for use as a showroom draw. "By selling one vehicle at a time, we will get the money up front that we need to finance production," he said. If this capitalization program is successful, Doran hopes to begin selling vehicles priced at $12,000 directly to consumers next year.

Holden said the Solar & Electric 500, which received international media coverage, will be held again next year.

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# Canadian sales slip from bad to awful

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

Canadian light-vehicle sales in March fell 22.0 percent below last year, by far the steepest of three monthly falls in 1991. Sales were down 7.4 percent in January and 7.7 percent in February.

Canadian dealers sold 108,519 cars and trucks in March, dragging the industry 14.0 percent behind last year's first-quarter sales.

Car sales were off 21.2 percent in March, and truck sales plunged 23.7 percent.

Each of the Big 3 had a double-digit decline for the month. Chrysler Corp., which has suffered the least among the Big 3 so far this year, was down 25.14 percent. Ford Motor Co. plunged 29.55 percent, and General Motors fell 28.66 percent.

The declines occurred despite signs that the economy is recovering. The prime interest rate dipped to 10.75 percent last week, and the housing market is improving.

Yet March provided more evidence that that a company still needs incentives if it hopes to stay in the game. About 80 percent of Ford's March sales were made after a new incentive program was announced at mid-month.

Gord Hoddinott, president of Campbell Ford in Ottawa, said people have gotten used to cars being on sale. And they know that if there isn't a deal now, there will likely be one soon.

In addition, there has been "an overall sense that it wasn't a good time to buy cars. Buying a car is always an anxious time, only it seems worse now," Hoddinott said.

Among Japanese makes, Honda, Nissan and Toyota posted slight increases in car sales in March. Honda's Acura Division was up 13.3 percent in March and 7.81 percent for the year. Subaru and Hyundai also were up for the month.

Among the Europeans, BMW gained 9.9 percent and continued ahead of last year's total. Volkswagen, Mercedes-Benz and Volvo all dropped in March. Each is down for the year, too.

March sales consisted of 73,968 cars and 34,551 trucks.

Toyota was the only make, import or domestic, to increase its truck sales in March. Sales rose 7.8 percent for the month and 4.5 percent for the first quarter.

Through March, Canada's truck sales were off 21.6 percent from last year.

*Staff Correspondent Alex Law in Toronto contributed to this report.*

## CANADIAN CAR AND TRUCK SALES

**MARCH 1991**

| | Mar. 1991 | Mar. 1990 | 3 mos., 1991 | 3 mos., 1990 |
|---|---|---|---|---|
| **BMW** (Imported car) | **312** | **284** | **816** | **764** |
| N.A. car | 7,682 | 13,136 | 22,914 | 26,303 |
| Imported car | 1,700 | 1,566 | 4,583 | 3,990 |
| N.A. truck | 8,455 | 8,984 | 21,485 | 24,271 |
| Imported truck | 87 | 256 | 272 | 583 |
| **CHRYSLER** | **17,924** | **23,942** | **49,254** | **55,147** |
| N.A. car | 11,092 | 14,349 | 30,351 | 33,613 |
| Imported car | 771 | 734 | 1,698 | 1,812 |
| N.A. truck | 7,954 | 13,045 | 19,894 | 29,469 |
| **FORD** | **19,817** | **28,128** | **51,943** | **64,894** |
| N.A. car | 21,153 | 30,675 | 57,812 | 69,694 |
| Imported car | 459 | 424 | 926 | 830 |
| N.A. truck | 12,434 | 16,598 | 28,371 | 36,477 |
| Imported truck | 310 | 463 | 854 | 1,464 |
| **GM** | **34,356** | **48,160** | **87,963** | **108,465** |
| N.A. car | 2,319 | 3,123 | 4,733 | 7,405 |
| Imported car | 7,588 | 6,537 | 16,836 | 14,651 |
| **HONDA** | **9,907** | **9,660** | **21,569** | **22,056** |
| N.A. car | 482 | 404 | 1,159 | 1,224 |
| Imported car | 1,522 | 1,429 | 3,711 | 3,732 |
| **HYUNDAI** | **2,004** | **1,833** | **4,870** | **4,956** |
| **JAGUAR** (Imported car) | 72 | 97 | 161 | 285 |
| Imported car | 50 | 55 | 96 | 170 |
| Imported truck | 15 | 10 | 53 | 22 |
| **LADA** | **65** | **65** | **149** | **192** |
| **LAND ROVER** (Imported truck) | 9 | 0 | 40 | 0 |
| N.A. car | 686 | 185 | 1,503 | 403 |
| Imported car | 2,318 | 4,650 | 5,096 | 8,418 |
| Truck* | 1,525 | 1,811 | 3,397 | 4,265 |
| **MAZDA** | **4,529** | **6,646** | **9,996** | **13,086** |
| **MERCEDES-BENZ** (Imported car) | **273** | **356** | **721** | **900** |
| N.A. car | 785 | 0 | 1,708 | 0 |
| Imported car | 2,249 | 2,627 | 4,696 | 5,678 |
| Truck* | 1,310 | 1,698 | 2,964 | 3,901 |
| **NISSAN** | **4,344** | **4,325** | **9,368** | **9,579** |
| **PEUGEOT** (Imported car) | **15** | **10** | **27** | **19** |
| **SUBARU** (Imported car) | **1,015** | **848** | **2,137** | **1,833** |
| N.A. car | 157 | 22 | 275 | 23 |
| Imported car | 557 | 909 | 1,403 | 1,963 |
| N.A. truck | 332 | 86 | 786 | 121 |
| Imported truck | 408 | 709 | 1,032 | 1,666 |
| **SUZUKI** | **1,454** | **1,726** | **3,496** | **3,773** |
| N.A. car | 2,552 | 751 | 4,974 | 1,853 |
| Imported car | 4,657 | 6,575 | 10,818 | 14,970 |
| Imported truck | 1,662 | 1,542 | 4,201 | 4,022 |
| **TOYOTA** | **8,871** | **8,868** | **19,993** | **20,845** |
| Imported car | 3,078 | 3,526 | 7,709 | 7,336 |
| Imported truck | 50 | 82 | 135 | 151 |
| **VOLKSWAGEN** | **3,128** | **3,608** | **7,844** | **7,487** |
| N.A. car | 157 | 306 | 540 | 716 |
| Imported car | 267 | 231 | 586 | 592 |
| **VOLVO** | **424** | **537** | **1,126** | **1,308** |
| **N.A. car** | **47,065** | **93,809** | **187,989** | **141,234** |
| **Imported car** | **26,903** | **30,858** | **62,020** | **67,943** |
| **TOTAL CAR** | **73,968** | **93,809** | **187,989** | **209,177** |
| **N.A. truck** | **29,175** | **38,713** | **70,536** | **90,338** |
| **Imported truck** | **5,376** | **6,571** | **12,948** | **16,074** |
| **TOTAL TRUCK** | **34,551** | **45,284** | **83,484** | **106,412** |
| **TOTAL CAR & TRUCK** | **108,519** | **139,093** | **271,473** | **315,589** |

*Breakdown of N.A.-built and imported sales not available.
**Includes Passport and Saab sales.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Association of Intl. Automobile Mfrs. of Canada.


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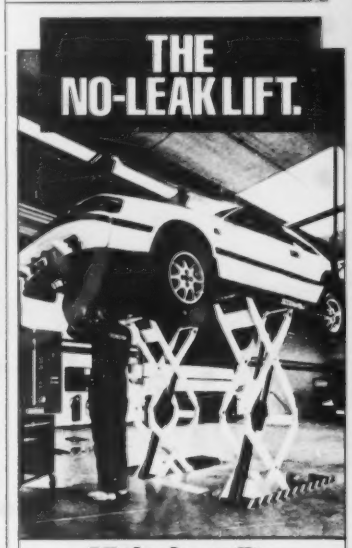


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SALES

# Asians bridge gulf, gain market share in first quarter

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

Like their domestic counterparts, Asian automakers selling vehicles in the U.S. had to contend with war and recession during the first quarter of 1991. But the patriotic, buy-American call-to-arms they feared never materialized.

As a group the nine Japanese makers, their luxury divisions, and one Korean company sold 724,184 units in the first quarter, down 13.2 percent from the same period a year ago.

Still that was enough to earn them a 25.7 percent share of the total car and truck market, up 1.7 percentage points from 1990 first-quarter levels.

Three makes — Mazda, Subaru and Infiniti — increased their sales for the three-month period. Eight others — Toyota, Lexus, Honda, Acura, Mitsubishi, Hyundai, Isuzu and Suzuki — had a mixed performance. Though their sales dropped, each increased market share by outpacing the total U.S. car and truck market, which fell 18.9 percent.

The remaining two Asian makes — Nissan and Daihatsu — lost sales and market share. Nissan's decline was 23.9 percent and Daihatsu, which has just introduced its 1991 cars, dropped 52.9 percent.

Among the sales gainers, Mazda was helped in part by aggressive rebating and option packaging. The 323/Protege series, 626 and Miata had increases.

Subaru saw its Loyale sales jump 80.4 percent, aided by a $500 customer rebate and a new option package. Two programs gussied up the car by making formerly optional equipment standard, and dropped the price below $9,000. The Legacy is "gaining momentum," according to the company. Its sales rose 9.9 percent.

Infiniti said its sales jump came from having more product and more dealers. In fact, the entire sales increase came from the new entry level G20 sedan. Infiniti sold 2,895 of them in the three-month period. Sales of the flagship Q45 actually dropped 20.4 percent for the quarter. The dealer body stands at 84, up from 63 last April.

The top-of-the-line LS400 continues to outsell the Q45 by a substantial margin, and Lexus is preparing to introduce a new coupe this summer. Q45 sales stood at 1,671, compared with 7,242 for the LS400.

Acura continues to outsell both its Japanese competitors, although division sales fell 1.5 percent compared to a year ago. The new Legend made a strong showing in March to bring quarterly Legend sales up 6.6 percent.

## IMPORT SALES BY MODEL

| | Mar. 1991 | Mar. 1990 | 3 Mos., 1991 | 3 Mos., 1990 |
|---|---|---|---|---|
| **ACURA** | **12,703** | **11,831** | **31,465** | **31,937** |
| Integra | 6,814 | 7,252 | 17,094 | 18,937 |
| Legend | 5,637 | 4,579 | 13,853 | 13,000 |
| NSX | 252 | 0 | 518 | 0 |
| **ALFA ROMEO** | **340** | **266** | **860** | **577** |
| Milano | 1 | 7 | 1 | 16 |
| Spider | 138 | 259 | 340 | 561 |
| 164 | 201 | 0 | 519 | 0 |
| **ASTON MARTIN*** | **5** | **5** | **15** | **15** |
| **AUDI** | **861** | **2,255** | **2,578** | **4,949** |
| 5000 | 0 | 1 | 0 | 10 |
| 80 | 151 | 499 | 535 | 1,058 |
| 90 | 116 | 409 | 427 | 850 |
| V8 Quattro | 44 | 147 | 161 | 400 |
| Coupe Quattro | 34 | 99 | 96 | 226 |
| 100/200 | 435 | 900 | 1,105 | 1,960 |
| 100/200 Quattro | 81 | 200 | 254 | 445 |
| **BMW** | **4,672** | **5,436** | **10,585** | **14,468** |
| 3 series | 2,202 | 2,435 | 5,257 | 6,187 |
| 5 series | 1,785 | 2,083 | 3,678 | 5,838 |
| 635 CSi | 1 | 43 | 4 | 140 |
| 7 series | 376 | 797 | 860 | 2,089 |
| 850i | 223 | 0 | 580 | 0 |
| M3 | 40 | 72 | 105 | 199 |
| M5 | 45 | 5 | 101 | 9 |
| M6 | 0 | 1 | 0 | 6 |
| **CHEVROLET/Geo** | **6,523** | **14,358** | **17,140** | **40,872** |
| Geo Storm/Spectrum | 5,401 | 10,836 | 14,014 | 27,186 |
| Geo Metro/Sprint | 1,122 | 3,522 | 3,126 | 13,686 |
| **CHRYSLER MOTORS** | **5,031** | **5,485** | **13,326** | **16,404** |
| Colt | 1,796 | 2,925 | 5,121 | 8,634 |
| Conquest | 0 | 93 | 0 | 506 |
| Medallion | 0 | 34 | 0 | 231 |
| Stealth | 1,682 | 0 | 4,416 | 0 |
| Summit | 617 | 1,515 | 1,705 | 3,940 |
| Vista | 624 | 569 | 1,613 | 1,792 |
| TC | 312 | 349 | 471 | 1,301 |
| **DAIHATSU** | **536** | **1,219** | **1,409** | **3,648** |
| **FERRARI*** | **80** | **80** | **240** | **240** |
| **FORD** Festiva | 3,678 | 5,489 | 8,814 | 16,386 |
| **HONDA** | **19,631** | **19,736** | **46,118** | **53,530** |
| Civic/CRX | 5,631 | 5,045 | 14,807 | 13,649 |
| Accord | 11,977 | 11,196 | 26,150 | 32,505 |
| Prelude | 2,023 | 3,495 | 5,161 | 7,376 |
| **HYUNDAI** | **12,005** | **11,979** | **28,325** | **34,411** |
| Excel | 6,902 | 9,164 | 16,418 | 26,840 |
| Sonata | 2,073 | 21,815 | 5,155 | 26,571 |
| Scoupe | 3,030 | 0 | 6,752 | 0 |
| **ISUZU** | **746** | **402** | **1,870** | **836** |
| I-Mark | 9 | 237 | 47 | 580 |
| Impulse | 338 | 165 | 893 | 256 |
| Stylus | 399 | 0 | 930 | 0 |
| **INFINITI** | **2,389** | **1,549** | **6,156** | **3,695** |
| M30 | 846 | 532 | 1,590 | 1,596 |
| Q45 | 459 | 1,017 | 1,671 | 2,099 |
| G20 | 1,084 | 0 | 2,895 | 0 |
| **JAGUAR** | **1,038** | **1,746** | **2,117** | **4,744** |
| XJ6 | 786 | 1,291 | 1,557 | 3,473 |
| XJ-S | 252 | 455 | 560 | 1,271 |
| **LAMBORGHINI*** | **13** | **13** | **39** | **39** |
| **LEXUS** | **4,459** | **4,861** | **11,886** | **13,167** |
| ES 250 | 1,616 | 1,532 | 4,644 | 4,136 |
| LS 400 | 2,843 | 3,329 | 7,242 | 9,031 |
| **LOTUS*** | **27** | **27** | **81** | **81** |
| **MASERATI*** | **20** | **20** | **60** | **60** |
| **MAZDA** | **14,986** | **15,501** | **34,178** | **42,483** |
| 323 | 2,259 | 1,493 | 5,366 | 5,134 |
| Protege | 4,060 | 4,601 | 10,850 | 10,126 |
| 626 | 1,775 | 4,095 | 4,600 | 10,511 |
| MX-6 | 129 | 15 | 188 | 26 |
| Miata | 4,478 | 3,435 | 8,822 | 8,797 |
| 929 | 1,583 | 1,062 | 2,882 | 3,090 |
| RX-7 | 702 | 800 | 1,470 | 2,129 |
| **MERCEDES BENZ** | **5,234** | **6,891** | **12,593** | **17,356** |
| 190 | 1,446 | 1,177 | 3,487 | 3,026 |
| 300E 2.6/260E | 415 | 412 | 955 | 590 |
| 300 | 1,359 | 2,089 | 3,338 | 5,749 |
| 300 SE | 278 | 640 | 663 | 1,619 |
| 350SDL Turbo | 118 | 371 | 275 | 371 |
| 350SD | 112 | 0 | 220 | 0 |
| 300SEL | 127 | 371 | 290 | 935 |
| 420SEL | 284 | 649 | 684 | 1,595 |
| 560SEL | 167 | 448 | 476 | 1,211 |
| SL Coupe | 845 | 894 | 1,963 | 1,964 |
| 560SEC | 48 | 170 | 147 | 438 |
| Tourist | 35 | 41 | 95 | 229 |
| **MERCURY** | **5,974** | **1,757** | **16,925** | **5,685** |
| Tracer | 4,284 | 1,212 | 12,634 | 3,916 |
| Capri | 1,690 | 0 | 4,291 | 0 |
| XR4Ti | 0 | 0 | 0 | 198 |
| Scorpio | 0 | 545 | 0 | 1,571 |
| **MITSUBISHI** | **6,435** | **8,868** | **21,142** | **33,224** |
| Starion | 0 | 3 | 0 | 8 |
| Diamante | 20 | 0 | 20 | 0 |
| Mirage | 2,343 | 4,464 | 8,278 | 20,154 |
| Galant | 2,455 | 3,673 | 8,800 | 10,550 |
| Sigma | 22 | 142 | 79 | 477 |
| Precis | 188 | 484 | 770 | 1,748 |
| 3000GT | 1,381 | 0 | 3,078 | 0 |
| Wagon | 26 | 102 | 117 | 295 |
| **NISSAN** | **19,278** | **32,610** | **49,903** | **84,816** |
| Sentra | 1,816 | 7,688 | 5,095 | 22,210 |
| Pulsar | 286 | 725 | 529 | 2,239 |
| Stanza | 6,592 | 6,898 | 15,163 | 13,824 |
| Maxima | 6,365 | 10,248 | 18,519 | 27,109 |
| 240SX/200SX | 2,596 | 4,434 | 6,723 | 11,846 |
| 300ZX | 1,351 | 2,334 | 3,313 | 5,964 |
| Hawaii | 272 | 283 | 561 | 914 |
| **PEUGEOT** | **347** | **481** | **1,009** | **1,129** |
| **PONTIAC** LeMans | **3,055** | **2,246** | **7,368** | **6,384** |
| **PORSCHE** | **533** | **940** | **1,097** | **2,360** |
| 924S/944 | 0 | 42 | 0 | 42 |
| 944 | 0 | 0 | 0 | 56 |
| 944S | 85 | 205 | 194 | 612 |
| 944 Turbo | 0 | 132 | 0 | 197 |
| 911 Carrera 4 | 298 | 351 | 568 | 721 |
| 911 Turbo | 46 | 2 | 78 | 3 |
| 911 Carrera 2 | 87 | 152 | 191 | 540 |
| 928S | 17 | 57 | 66 | 190 |
| **ROLLS/BENTLEY*** | **100** | **100** | **300** | **300** |
| **SAAB** | **3,752** | **2,277** | **6,587** | **6,332** |
| 900 | 869 | 438 | 1,494 | 999 |
| 900S | 1,006 | 535 | 1,736 | 1,068 |
| 900 Turbo | 775 | 720 | 1,396 | 1,940 |
| 9000S | 521 | 114 | 888 | 536 |
| 9000 CD | 326 | 292 | 605 | 994 |
| 9000 Turbo | 249 | 168 | 456 | 769 |
| Tourist | 6 | 10 | 12 | 26 |
| **STERLING** | **240** | **405** | **656** | **1,403** |
| **SUBARU** | **6,851** | **11,012** | **16,359** | **24,166** |
| Hatchback | 0 | 35 | 0 | 93 |
| 3-Door | 0 | 38 | 0 | 94 |
| 4-Door Sedan | 0 | 47 | 0 | 189 |
| Legacy | 3,039 | 6,094 | 5,326 | 13,709 |
| Loyale | 2,796 | 1,929 | 8,236 | 4,566 |
| XT/XT6 | 283 | 186 | 607 | 477 |
| Station Wagon | 0 | 25 | 0 | 57 |
| Justy | 733 | 2,658 | 2,190 | 4,981 |
| **SUZUKI** | **404** | **475** | **1,124** | **1,604** |
| **TOYOTA** | **33,797** | **35,625** | **85,022** | **92,176** |
| Corolla | 7,155 | 8,192 | 18,442 | 24,870 |
| Tercel | 9,039 | 10,315 | 24,906 | 25,573 |
| Celica | 8,203 | 8,019 | 17,279 | 20,508 |
| Supra | 351 | 624 | 882 | 2,134 |
| Camry | 7,002 | 6,284 | 17,991 | 15,126 |
| Cressida | 917 | 1,052 | 2,588 | 2,286 |
| MR2 | 1,130 | 1,139 | 2,934 | 1,679 |
| **VOLKSWAGEN** | **8,191** | **13,032** | **22,134** | **29,155** |
| Cabriolet | 548 | 842 | 1,245 | 1,807 |
| Corrado | 663 | 494 | 1,708 | 1,137 |
| Jetta | 2,767 | 5,886 | 7,706 | 13,691 |
| Golf/GTI | 1,170 | 1,463 | 3,117 | 3,331 |
| Passat | 1,418 | 0 | 4,230 | 760 |
| Quantum | 0 | 9 | 1 | 19 |
| Scirocco | 0 | 2 | 0 | 7 |
| Fox | 1,625 | 2,462 | 4,127 | 6,529 |
| **VOLVO** | **7,358** | **7,265** | **18,339** | **22,400** |
| 240 series | 3,273 | 2,545 | 7,809 | 8,729 |
| 700 series | 2,571 | 4,582 | 7,072 | 13,496 |
| 940 series | 1,495 | 0 | 3,406 | 0 |
| Tourist | 19 | 138 | 52 | 176 |
| **YUGO** | **146** | **571** | **761** | **1,994** |
| **IMPORT TOTAL** | **191,438** | **226,813** | **478,581** | **613,026** |

*Estimate

Compiled by Karen Dettkowski


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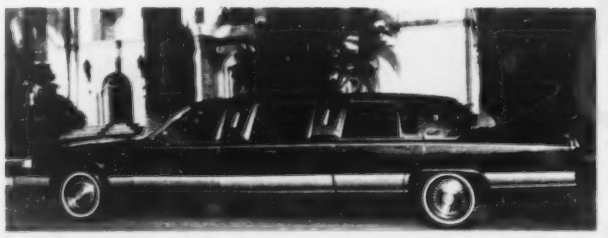

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**BMW PRICES**

| | April 15 price | Increase |
|---|---|---|
| 318i 4-dr. | $20,300 | $400 |
| 318is 2-dr. | 21,750 | 250 |
| 318iC conv. | 28,500 | 0 |
| 325i 4-dr. | 26,400 | 0 |
| 325i 2-dr. | 25,600 | 0 |
| 325iX 4-dr. | 31,900 | 0 |
| 325iX 2-dr. | 31,100 | 0 |
| 325iC conv. | 35,950 | 250 |
| M3 2-dr. | 35,900 | 0 |
| 525i 4-dr. | 34,900 | 400 |
| 535i 4-dr. | 42,900 | 300 |
| M5 4-dr. | 57,600 | 1,000 |
| 735i 4-dr. | 51,500 | 600 |
| 735iL 4-dr. | 55,500 | 500 |
| 750iL 4-dr. | 74,600 | 600 |
| 850i coupe | 77,700 | 4,100 |

# Mitsubishi sues partners in U.S. rental firm

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Mitsubishi Motor Sales of America Inc. has filed suit against its partners in Value-Rent-A-Car Inc., claiming that it was deceived into paying too much money for the Florida-based daily-rental car company.

Mitsubishi agreed to pay $17.5 million for an 80-percent interest in the company last year, becoming the first importer to control a U.S. rental firm. The agreement with former Value owner Sidney Cohen also guaranteed that Cohen and his three children would remain in management at the firm and receive up to $15 million in operating profits over five years.

The lawsuit seeks unspecified damages. A Mitsubishi spokesman said the damages would "probably be in the millions."

The lawsuit claims that Value's former owners misled Mitsubishi about the rental company's assets and its financial and legal liabilities. Attorneys for the Cohen family deny the allegations.

Mitsubishi claims that it learned after the sale that Value owed more than $600,000 to Ford Motor Co. Additionally, the rental company recently agreed to pay $1.6 million to settle claims from disgruntled customers and insurance companies, according to the Florida Attorney General's office.

Value operates a fleet of 20,000 vehicles in the United States, consisting almost entirely of Fords. After the agreement with Mitsubishi, the rental company began replacing the Ford vehicles with Mitsubishi products.

The lawsuit follows a February lawsuit against Mitsubishi by the Cohens. It accused Mitsubishi of breaking its purchase agreement by seeking to remove the Cohen family members from management. That suit seeks $70 million in damages from Mitsubishi.

Mitsubishi terminated the Cohen family members two weeks ago.

# BMW hikes prices; 850i up $4,100

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — The price of BMW's flagship 850i coupe has risen $4,100 to $77,700, effective today.

With luxury tax and gas-guzzler fine, customers will face a $86,170 price tag.

That's unwelcome news to dealers, who were already having trouble moving the car, says John Jaffe of BMW of Fairfax (Va.), chairman of the BMW dealer council.

He says that if dealers continue to discount the car as they have been, the $4,100 price hike is "coming right off the gross profit on the car."

The old sticker price of $73,600 reflected a markup of about 19 percent, Jaffe said. That would represent around $14,000.

The increase on the 850i was one of several announced by BMW of North America Inc. last week.

The sales-weighted average price hike was 1.2 percent, or $446 per car. The V-12-powered 850i was hiked 5.6 percent.

The 850i officially went on sale last fall after being delayed several months by production glitches. Only five were sold through November, and the first trickle reportedly commanded a premium over sticker price.

But 306 were delivered in December, which Jaffe said represented several months worth of production.

It wasn't long before even the sticker price became hard to get, he said.

"In the real world, everything is being discounted," he said.

Sales fell to 158 in January, after the luxury tax on cars over $30,000 took effect.

Deliveries climbed to 199 in February and 223 in March.

BMW expects to sell every 850i it can get from the factory this year. That's about 2,500 from last December through the end of this year, a spokesman said.

Besides the pricing, the 850i has been a bone of contention between BMW and its dealers in other respects.

BMW has 377 dealers, and many are allotted only one 850i, even though BMW is requiring extra equipment and trained mechanics to work on the new car.

Some dealers are allotted none, as the company is withholding the car from dealers who don't meet its facility requirements.

# Sobbing workers say goodbye to Germany's Wartburg

By Mark Fritz
THE ASSOCIATED PRESS

EISENACH, Germany — The name, the design and the engineering were all from another era, which is why the last Wartburg has finally rolled off the assembly line.

The 1,836,695th Wartburg, a basic boxy two-door automobile painted a glistening cherry red, chugged out of a plant building Wednesday while eastern German workers sobbed in sorrow and disbelief.

"My work, my work, that was my work!" shouted an almost hysterical young man.

He rested his head against a steel beam and cried.

About 1,500 people crowded into the final assembly building at the sprawling red-brick factory to watch the formal collapse of a company that cranked out cars under Hindenburg, Hitler and Honecker.

Founded in 1898, the company that once made sleek sports cars spent its final decades building clunky, utilitarian vehicles mandated by the former East Germany's Communist rulers.

When Germany united, Wartburg found it could no longer compete.

About 4,700 people at the facility lost their jobs immediately.

Another 1,300 workers will stay on for the time being, many of them building replacement parts for the tens of thousands of Wartburgs still plying the former nation's cobblestone streets.

The shutdown of Wartburg is almost a textbook example of why so many of east Germany's enterprises are collapsing now that they are no longer state-run.

Due to overstaffing and inefficiency, it cost the company 15,000 marks, about $9,000, to make a car that only sells for 7,000 marks, or about $4,200.

The company has lost $120 million since German unification six months ago.

Wartburg, one of the world's oldest carmakers, is named after the nearby castle where Protestant reformer Martin Luther hid after he challenged the Roman Catholic Church.

The employees who have lost their jobs will not be listed as unemployed, because of the federal government's subsidized wages program.

They will be listed as short-time workers who receive lower wages, but work zero hours.

Boerbel Meng, a draughtsman at the plant for 25 years, says Wartburg's demise will hit her household hard.

"My daughter is losing her job and so is my husband," she said, her eyes red as she walked out of her office for the last time to go home.

"No more Wartburgs," she said.

**REVISED U.S. CAR AND LIGHT-TRUCK SALES, 1st QUARTER — 1991 vs. 1990**
**(ranked by car and light-truck total sales)**

| Make | Car Sales 1991 | Car Sales 1990 | 1991 Share | 1990 Share | Truck Sales 1991 | Truck Sales 1990 | 1991 Share | 1990 Share | Car & Truck Totals 1991 | Car & Truck Totals 1990 | % Share of Total Car & Truck Market 1991 | % Share of Total Car & Truck Market 1990 | Changes Share (Points) | Changes Sales (Percent) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ford | 268,246 | 342,735 | 14.1 | 14.8 | 261,730 | 341,366 | 28.9 | 29.5 | 529,976 | 684,101 | 18.8 | 19.7 | −0.9 | −22.5 |
| Chevrolet/Geo† | 270,458 | 349,499 | 14.2 | 15.1 | 239,177 | 312,473 | 26.4 | 27.0 | 509,635 | 661,972 | 18.1 | 19.1 | −1.0 | −23.0 |
| Toyota | 150,194 | 173,589 | 7.9 | 7.5 | 49,897 | 59,505 | 5.5 | 5.2 | 200,091 | 233,494 | 7.1 | 6.7 | 0.4 | −14.3 |
| Dodge | 84,884 | 87,929 | 4.5 | 3.8 | 107,151 | 135,296 | 11.8 | 11.7 | 192,035 | 223,225 | 6.8 | 6.4 | 0.4 | −14.0 |
| Honda | 136,931 | 158,398 | 7.2 | 6.9 | — | — | — | — | 136,931 | 158,398 | 4.9 | 4.6 | 0.3 | −13.6 |
| Buick | 128,501 | 130,910 | 6.7 | 5.7 | — | — | — | — | 128,501 | 130,910 | 4.6 | 3.8 | 0.8 | −1.8 |
| Pontiac | 119,176 | 146,430 | 6.3 | 6.3 | 4,709 | 6,315 | 0.5 | 0.5 | 123,885 | 152,745 | 4.4 | 4.4 | 0.0 | −18.9 |
| Nissan | 76,790 | 107,037 | 4.0 | 4.6 | 37,343 | 42,909 | 4.1 | 3.7 | 114,133 | 149,946 | 4.1 | 4.3 | −0.3 | −23.9 |
| Oldsmobile | 97,831 | 132,153 | 5.1 | 5.7 | 5,708 | 4,808 | 0.6 | 0.4 | 103,539 | 136,961 | 3.7 | 3.9 | −0.3 | −24.4 |
| Mazda | 63,454 | 62,407 | 3.3 | 2.7 | 25,736 | 26,484 | 2.8 | 2.3 | 89,190 | 88,891 | 3.2 | 2.6 | 0.6 | 0.3 |
| Plymouth | 48,840 | 66,447 | 2.6 | 2.9 | 39,573 | 50,755 | 4.4 | 4.4 | 88,413 | 117,202 | 3.1 | 3.4 | −0.2 | −24.6 |
| Mercury | 84,501 | 97,638 | 4.4 | 4.2 | — | — | — | — | 84,501 | 97,638 | 3.0 | 2.8 | 0.2 | −13.5 |
| GMC | — | — | — | — | 60,960 | 79,034 | 6.7 | 6.8 | 60,960 | 79,034 | 2.2 | 2.3 | −0.1 | −22.9 |
| Cadillac | 52,819 | 69,507 | 2.8 | 3.0 | — | — | — | — | 52,819 | 69,507 | 1.9 | 2.0 | −0.1 | −24.0 |
| Mitsubishi | 39,312 | 46,416 | 2.1 | 2.0 | 8,043 | 11,033 | 0.9 | 1.0 | 47,355 | 57,449 | 1.7 | 1.7 | 0.0 | −17.6 |
| Lincoln | 46,629 | 62,678 | 2.4 | 2.7 | — | — | — | — | 46,629 | 62,678 | 1.7 | 1.8 | −0.1 | −25.6 |
| Jeep | — | — | — | — | 35,678 | 52,271 | 3.9 | 4.5 | 35,678 | 52,271 | 1.3 | 1.5 | −0.2 | −31.7 |
| Acura | 31,465 | 31,937 | 1.7 | 1.4 | — | — | — | — | 31,465 | 31,937 | 1.1 | 0.9 | 0.2 | −1.5 |
| Chrysler | 30,111 | 42,079 | 1.6 | 1.8 | 890 | 894 | 0.1 | 0.1 | 31,001 | 42,973 | 1.1 | 1.2 | −0.1 | −27.9 |
| Hyundai | 28,325 | 34,411 | 1.5 | 1.5 | — | — | — | — | 28,325 | 34,411 | 1.0 | 1.0 | 0.0 | −17.7 |
| Subaru | 26,557 | 24,575 | 1.4 | 1.1 | — | — | — | — | 26,557 | 24,575 | 0.9 | 0.7 | 0.2 | 8.1 |
| Isuzu | 1,870 | 836 | 0.1 | 0.0 | 22,337 | 26,584 | 2.5 | 2.3 | 24,207 | 27,420 | 0.9 | 0.8 | 0.1 | −11.7 |
| Volkswagen | 22,134 | 29,155 | 1.2 | 1.3 | 1,155 | 1,501 | 0.1 | 0.1 | 23,289 | 30,656 | 0.8 | 0.9 | −0.1 | −24.0 |
| Volvo | 18,339 | 22,400 | 1.0 | 1.0 | — | — | — | — | 18,339 | 22,400 | 0.7 | 0.6 | 0.0 | −18.1 |
| Mercedes-Benz | 12,593 | 17,356 | 0.7 | 0.8 | — | — | — | — | 12,593 | 17,356 | 0.4 | 0.5 | −0.1 | −27.4 |
| Eagle | 12,109 | 14,828 | 0.6 | 0.6 | — | — | — | — | 12,109 | 14,828 | 0.4 | 0.4 | 0.0 | −18.3 |
| Lexus | 11,886 | 13,167 | 0.6 | 0.6 | — | — | — | — | 11,886 | 13,167 | 0.4 | 0.4 | 0.0 | −9.7 |
| BMW | 10,585 | 14,468 | 0.6 | 0.6 | — | — | — | — | 10,585 | 14,468 | 0.4 | 0.4 | 0.0 | −26.8 |
| Saturn | 6,878 | 0 | 0.4 | 0.0 | — | — | — | — | 6,878 | 0 | 0.2 | 0.0 | 0.2 | |
| Saab | 6,593 | 6,332 | 0.3 | 0.3 | — | — | — | — | 6,593 | 6,332 | 0.2 | 0.2 | 0.1 | 4.1 |
| Infiniti | 6,156 | 3,695 | 0.3 | 0.2 | — | — | — | — | 6,156 | 3,695 | 0.2 | 0.1 | 0.1 | 66.6 |
| Suzuki | 1,259 | 1,605 | 0.1 | 0.1 | 4,430 | 4,244 | 0.5 | 0.4 | 5,689 | 5,849 | 0.2 | 0.2 | 0.0 | −2.7 |
| Audi | 2,578 | 4,949 | 0.1 | 0.2 | — | — | — | — | 2,578 | 4,949 | 0.1 | 0.1 | −0.1 | −47.9 |
| Daihatsu | 1,409 | 3,648 | 0.1 | 0.2 | 790 | 1,025 | 0.1 | 0.1 | 2,199 | 4,673 | 0.1 | 0.1 | −0.1 | −52.9 |
| Jaguar | 2,117 | 4,744 | 0.1 | 0.2 | — | — | — | — | 2,117 | 4,744 | 0.1 | 0.1 | −0.1 | −55.4 |
| Porsche | 1,096 | 2,360 | 0.1 | 0.1 | — | — | — | — | 1,096 | 2,360 | 0.0 | 0.1 | 0.0 | −53.6 |
| Peugeot | 1,009 | 1,129 | 0.1 | 0.0 | — | — | — | — | 1,009 | 1,129 | 0.0 | 0.0 | 0.0 | −10.6 |
| Alfa Romeo | 860 | 577 | 0.0 | 0.0 | — | — | — | — | 860 | 577 | 0.0 | 0.0 | 0.0 | 49.0 |
| Yugo | 761 | 1,994 | 0.0 | 0.1 | — | — | — | — | 761 | 1,994 | 0.0 | 0.1 | 0.0 | −61.8 |
| Range Rover | — | — | — | — | 731 | 1,095 | 0.1 | 0.1 | 731 | 1,095 | 0.0 | 0.0 | 0.0 | −33.2 |
| Sterling | 656 | 1,403 | 0.0 | 0.1 | — | — | — | — | 656 | 1,403 | 0.0 | 0.0 | 0.0 | −53.2 |
| Rolls/Bentley* | 300 | 300 | 0.0 | 0.0 | — | — | — | — | 300 | 300 | 0.0 | 0.0 | 0.0 | 0.0 |
| Ferrari* | 240 | 240 | 0.0 | 0.0 | — | — | — | — | 240 | 240 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lotus* | 81 | 81 | 0.0 | 0.0 | — | — | — | — | 81 | 81 | 0.0 | 0.0 | 0.0 | 0.0 |
| Maserati* | 60 | 60 | 0.0 | 0.0 | — | — | — | — | 60 | 60 | 0.0 | 0.0 | 0.0 | 0.0 |
| Lamborghini* | 39 | 39 | 0.0 | 0.0 | — | — | — | — | 39 | 39 | 0.0 | 0.0 | 0.0 | 0.0 |
| Aston Martin* | 15 | 15 | 0.0 | 0.0 | — | — | — | — | 15 | 15 | 0.0 | 0.0 | 0.0 | 0.0 |
| **TOTAL** | **1,906,647** | **2,312,156** | **100.0** | **100.0** | **906,038** | **1,157,992** | **100.0** | **100.0** | **2,812,685** | **3,470,148** | **100.0** | **100.0** | **0.0** | **−18.9** |
| **TOTAL BIG 3** | **1,250,983** | **1,542,833** | **65.6** | **67.7** | **755,576** | **983,212** | **83.4** | **84.9** | **2,006,559** | **2,526,045** | **71.3** | **72.8** | **−1.5** | **−20.6** |
| **TOTAL JAPAN** | **547,283** | **627,310** | **28.7** | **27.1** | **148,576** | **172,184** | **16.4** | **14.9** | **695,859** | **799,494** | **24.7** | **23.0** | **1.7** | **−13.0** |
| **TOTAL EUROPE** | **80,056** | **107,602** | **4.2** | **4.7** | **1,886** | **2,596** | **0.2** | **0.2** | **81,942** | **110,198** | **2.9** | **3.2** | **−0.3** | **−25.6** |
| GM | 675,663 | 828,499 | 35.4 | 35.8 | 310,554 | 402,630 | 34.3 | 34.8 | 986,217 | 1,231,129 | 35.1 | 35.5 | −0.4 | −19.9 |
| Ford | 399,376 | 503,051 | 20.9 | 21.7 | 261,730 | 341,366 | 28.9 | 29.5 | 661,106 | 844,417 | 23.5 | 24.3 | −0.8 | −21.7 |
| Chrysler | 175,944 | 211,283 | 9.2 | 9.1 | 183,292 | 239,216 | 20.2 | 20.7 | 359,236 | 450,499 | 12.8 | 13.0 | −0.2 | −20.3 |
| Toyota/Lexus | 162,080 | 186,756 | 8.5 | 8.1 | 49,897 | 59,905 | 5.5 | 5.2 | 211,977 | 246,661 | 7.5 | 7.1 | 0.4 | −14.1 |
| Honda/Acura | 168,396 | 190,335 | 8.8 | 8.2 | — | — | — | — | 168,396 | 190,335 | 6.0 | 5.5 | 0.5 | −11.5 |
| Nissan/Infiniti | 82,946 | 110,732 | 4.4 | 4.8 | 37,343 | 42,909 | 4.1 | 3.7 | 120,289 | 153,641 | 4.3 | 4.4 | −0.1 | −21.7 |
| VW/Audi | 24,712 | 34,104 | 1.3 | 1.5 | 1,155 | 1,501 | 0.1 | 0.1 | 25,867 | 35,605 | 0.9 | 1.0 | −0.1 | −27.4 |
| *†Geo* | *54,245* | *72,412* | *2.8* | *3.2* | *6,024* | *7,572* | *0.7* | *0.7* | *60,269* | *79,984* | *2.1* | *2.3* | *−0.2* | *−24.6* |

*Estimate

## INCENTIVE WATCH

### CUSTOMER INCENTIVES

**New this week**

**Ford Motor Co.**
Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

| | |
|---|---|
| Ford Festiva, Escort, Tempo, Mustang (1991) | $500 |
| Festiva, Escort Tempo, Mustang (1990) | $650 |
| Taurus, Thunderbird (1991) | $600 |
| Taurus, Thunderbird (1990) | $750 |
| Probe (1991) | $750 |
| Probe (1990) | $900 |
| Crown Victoria (1991) | $1,000 |
| Ford Bronco (1991) | $1,500 |
| Bronco (1990) | $1,650 |
| Ranger, Aerostar (1991) | $1,000 |
| Ranger, Aerostar (1990) | $1,150 |
| F series, Econoline (1991) | $500 |
| F series (1990) | $750 |
| Econoline (1990) | $650 |
| Mercury Tracer (1991) | $500 |
| Tracer (1990) | $600 |
| Topaz, Sable Cougar (1991) | $600 |
| Grand Marquis (1991) | $1,000 |

**Oldsmobile (expires May 5 on 1990 models, July 7 on 1991 models)**

| | |
|---|---|
| 1990 and 1991 Regional incentives | $500-2,250 |

**Suzuki* (expires June 3)**

| | |
|---|---|
| Swift (1991) | $400-500 |
| Swift (1990) | $400-1,000 |
| Sidekick (1991) | $500-1,500 |
| Sidekick (1990) | $1,000-1,500 |
| Samurai (1991) | $1,000 |
| Samurai (1990) | $500-1,000 |

*Rebate goes to customer or dealer. Dealer's choice.

**Continuing Programs**

**Chrysler Corp.**
Rebates expire June 30, 1991 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on lenght of contract. Finance rates on minivans are 7.9 to 10.9 percent.

| | |
|---|---|
| Chrysler (1991)* | $1,000-1,500 |
| 1990 | $500-1,000 |
| Dodge Monaco (1991)* | $1,500 |
| Other 1991 cars* | $400-1,000 |
| Monaco (1990)* | $1,500 |
| Other 1990 cars | $700-1,000 |
| Dodge trucks (1991) | $300-1,500 |
| 1990 Trucks | $500-2,000 |
| Eagle Premier (1991)* | $1,500 |
| Other 1991 | $700 |
| Premier (1990)* | $1,500 |
| Other 1990 | $700,1000 |
| Jeep Grand Wagoneer 1991)** | $1,500 |
| Other 1991 | $500-1,000 |
| Grand Wagoneer (1990)** | $1,500 |
| Other 1990 | $1,000-2,000 |
| Plymouth (1991) | $400-1,000 |
| 1990 models | $700-1,000 |
| All minivans without air bag (1991) | $500 |
| 1990 models | $1,500 |

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

**General Motors**
All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire May 5 on 1990 models, July 7 on 1991 models.

| | |
|---|---|
| Buick (1990) | $250-2,000 |
| Cadillac Brougham (1991) | $1,500 |
| 1990 models | $1,200 |
| Chevrolet (1990-91) | $300-1,000 |
| Trucks (1990-91) | $500-1,000 |
| GMC Sierra, cab chassis (1990)* | $750 |
| Pontiac Grand Am (1991) | $1,000 |

*Expires May 2

**Hyundai (expires July 2)**

| | |
|---|---|
| Excel (1990-91) | $500-1,000 |
| Sonata (1990-91) | $1,000 |
| Scoupe (1991) | $750 |

**Subaru (expires May 2)**

| | |
|---|---|
| Justy ECVT (1990-91) | $500 |
| Loyale (1991) | $500 |

**Toyota (1991, expires Oct. 1)**

| | |
|---|---|
| Celica GT, 4Runner | $800 discount on options |

# INCENTIVES

FROM PAGE 1

cause while customer incentives draw floor traffic, they do nothing to help dealer profits. He said he commends Ford for at least trying the dealer incentives.

"Dealers liked the dealer incentive program better, but Ford lost some ground to competitors who had rebates," he said.

"Upfront (consumer) rebates draw traffic."

A Ford dealership general manager who did not want to be named said the new program will have little, if any, affect on the way he does business because his dealer incentive always winds up in the pocket of the consumer anyway.

"And it's a lot simpler for us to administer," the manager added.

Ford also has revamped its finance program, which customers may choose in lieu of rebates.

It now is based on the vehicle, not the length of the contract.

The finance rate is 4.8 percent on Festiva, 5.9 percent on Escort and Tracer and 7.9 percent on other vehicles. Those rates apply regardless of the length of the loan.

The company's new schedule points to differences in the way Ford Division and Lincoln-Mercury executives look at rebates. All 1991 Ford and Mercury lines (except Capri) carry rebates, but Mercury makes no payments on 1990 Topaz, Sable and Cougar. The corresponding 1990 Ford Tempo, Taurus and Thunderbird bring $650-$750 to buyers.

Another difference: Leftover 1991 Ford Crown Victorias are worth $1,500; 1991 Grand Marquis, only $1,000.

**Oldsmobile**, in hopes of stimulating sales and floor traffic, is offering a variety of consumer incentive programs — a different program in each of its four regions.

Chuck Strong, executive assistant to the general sales and service manager at Oldsmobile, said each program was tailored to fit the region based on recommendations from its field assistant general sales manager.

The new program, said Strong, gives Oldsmobile the flexibility to put emphasis on the vehicles and areas where it is needed most.

"If you look at the makeup of the marketplace, California is much different from Illinois," said Strong. "You need to have more flexibility."

Oldsmobile's regions are East, South, California and Midwest.

As an example, Oldsmobile's South region program offers customers a choice of cash or a U.S. savings bond.

Incentives in that region are: 1990 Cutlass Ciera, $700 or $1,500 bond; 1991 Cutlass Ciera, $500 or $1,000 bond; 1990 Cutlass Supreme, $1,000 or $2,000 bond; 1991 Cutlass Supreme, $500 or $1,000 bond; 1990 Custom Cruiser, $750 or $1,500 bond; 1991 Custom Cruiser, $500 or $1,000 bond; 1990 98 Regency, $750 or $1,500 bond; 1991 98 Regency, $500 or $1,000 bond; 1990 Toronado, $2,250 or $4,500 bond; 1991 Toronado, $2,000 or $4,000 bond; and 1991 Bravada, $500 or $1,000 bond.

The program on 1990 vehicles expires May 5; the program on 1991 models run through July 7.

**Hyundai Motor America** is offering a special incentive to military personnel through July 2. The $300 rebate is available to both active and reserve personnel and supplements the national rebates that range from $300 to $1,000.

**Suzuki of America Corp.** has adopted a program that allows dealers to keep the rebate or pass it on to the consumer. Through June 3, Suzuki is offering $500 to $1,500 on its 1990 and 1991 vehicles.

## INCENTIVE WATCH

### DEALER INCENTIVES

**New this week**

**Suzuki* (expires June 3)**

| | |
|---|---|
| Swift (1991) | $400-500 |
| Swift (1990) | $400-1,000 |
| Sidekick (1991) | $500-1,500 |
| Sidekick (1990) | $1,000-1,500 |
| Samurai (1991) | $1,000 |
| Samurai (1990) | $500-1,000 |

*Rebate goes to customer or dealer. Dealer's choice.

**Continuing Programs**

**Chrysler Corp.**
Premier and Monaco programs expire Sept. 30; others expire June 30.

| | |
|---|---|
| Dodge Spirit (1990-91) | $500 |
| Monaco (1991) | $1,000-2,000 based on sales, plus $1,000 for each car ordered from factory |
| Monaco (1990) | $1,000-2,000, based on sales |
| Eagle Premier (1991) | $1,000-2,000 based on sales, plus $1,000 on each car ordered from factory |
| Premier (1990) | $1,000-2,000 based on sales |
| Jeep Grand Wagoneer (1990-91) | $3,500 |
| Plymouth Acclaim (1990-91) | $500 |
| Caravan, Voyager (no air bag) 1991 | $500 |

**Honda (expires April 30)**

| | |
|---|---|
| Accord (1991) | $500 |

**Hyundai (1991, expire July 2)**

| | |
|---|---|
| Scoupe, Sonata | $100-300, based on sales |

**Isuzu (expires June 30)**

| | |
|---|---|
| 1990-91 models | $800-2,000 based on sales |

**Mitsubishi (1990-91, expires April 30)**

| | |
|---|---|
| Cars, pickups | $300-1,300, quota |
| Montero | $1,500-2,000, based on sales |

**Nissan (expires May 2)**

| | |
|---|---|
| Sentra (1991) | $0-700, quota |
| Stanza (1990-91) | $0-1,500, quota |
| Pickups (1990-91) | $400-1,200, quota |
| Pathfinder (1991) | $1,500, quota |
| Pathfinder (1990) | $1,500 |

**Peugeot (1990, no expiration date)** $2,000

**Subaru (expire May 2)**

| | |
|---|---|
| XT (1990-91) | $2,000 |
| Legacy (1991)* | $500-1,700 |
| Loyale (1990) | $800-1,500 |

*$1,000 extra on 1990 Legacys

**Volkswagen (1990, no expiration date)**

| | |
|---|---|
| Cars | $500-1,500 |

# Calif. okays bus fueled by compressed gas

SACRAMENTO, Calif. — California's Air Resources Board has pushed the nation one step closer to an alternative-fueled future by certifying for sale a 66-passenger school bus that runs on compressed natural gas.

The bus engine is said to be three times cleaner than its gasoline-burning counterpart while having a comparable useful life and range.

The engine is based on 427-cubic-inch gasoline-burning General Motors V-8.

Crusader Marine, located in Sterling Heights, Mich., and a subsidiary of Thermal Electron Corp. of Waltham, Mass., modifies the engine to run on compressed natural gas using parts developed by Tecogen.

Tecogen is a Thermal Electron Corp. subsidiary specializing in cogeneration plants.

— Tom Lankard

## DOMESTIC CARS, INVENTORY

| | Units | Day's Supply Apr. 1, 1991 | Day's Supply Mar. 1, 1991 |
|---|---|---|---|
| Summit | 4,000 | 202 | 226 |
| Talon | 10,200 | 91 | 125 |
| Premier | 3,500 | 88 | 224 |
| **Total Eagle** | **17,700** | **103** | **154** |
| Horizon | 300 | 88 | 100 |
| Laser | 13,400 | 141 | 186 |
| Sundance | 18,900 | 172 | 148 |
| Acclaim | 18,500 | 52 | 59 |
| **Total Plymouth** | **51,100** | **90** | **95** |
| LeBaron A | 6,800 | 116 | 200 |
| LeBaron J | 10,700 | 72 | 79 |
| Fifth Avenue (fwd) | 8,600 | 88 | 67 |
| Imperial | 3,200 | 139 | 109 |
| New Yorker C | 5,200 | 138 | 128 |
| **Total Chrysler** | **34,500** | **94** | **98** |
| Omni | 300 | 105 | 113 |
| Shadow | 23,200 | 105 | 112 |
| Monaco | 1,300 | 81 | 25 |
| Daytona | 10,700 | 208 | 245 |
| Spirit | 16,800 | 57 | 59 |
| Dynasty | 14,700 | 56 | 38 |
| **Total Dodge** | **67,000** | **79** | **68** |
| **CHRYSLER CORP.** | **170,200** | **87** | **86** |
| Escort | 59,600 | 88 | 59 |
| Mustang | 20,500 | 85 | 104 |
| Tempo | 31,100 | 40 | 50 |
| Taurus | 44,300 | 41 | 43 |
| Thunderbird | 18,400 | 55 | 75 |
| Probe | 26,600 | 103 | 96 |
| Crown Victoria | 22,300 | 72 | 137 |
| **Total Ford Div.** | **222,800** | **61** | **63** |
| Topaz | 12,800 | 61 | 68 |
| Sable | 16,100 | 54 | 45 |
| Cougar | 13,900 | 78 | 81 |
| Grand Marquis | 18,500 | 57 | 67 |
| **Total Mercury** | **61,300** | **61** | **62** |
| Continental | 7,200 | 36 | 37 |
| Town Car | 15,300 | 33 | 38 |
| Mark VII | 2,900 | 95 | 81 |
| **Total Lincoln** | **25,400** | **37** | **40** |
| **Total L-M Div.** | **86,700** | **51** | **53** |
| **FORD MOTOR CO.** | **309,500** | **58** | **60** |
| Roadmaster | 1,800 | 40 | 67 |
| Somerset/Skylark | 22,500 | 74 | 28 |
| Century | 1,600 | 44 | 39 |
| Regal | 24,700 | 69 | 87 |
| LeSabre | 35,000 | 84 | 132 |
| Reatta | 1,100 | 118 | 240 |
| Electra/Park Ave. | 2,300 | 92 | 71 |
| Riviera | 5,400 | 99 | 97 |
| **Total Buick** | **128,600** | **72** | **71** |
| Allante | 2,000 | 175 | 230 |
| Seville | 4,800 | 26 | 121 |
| DeVille | 25,000 | 67 | 59 |
| Brougham | 8,300 | 90 | 109 |
| Eldorado | 5,500 | 73 | 131 |
| **Total Cadillac** | **44,600** | **61** | **77** |
| Geo Prizm/Nova | 26,500 | 137 | 80 |
| Cavalier | 19,000 | 18 | 60 |
| Camaro | 19,000 | 121 | 140 |
| Celebrity | 200 | 46 | 58 |
| Corsica/Beretta | 46,100 | 69 | 68 |
| Lumina | 36,800 | 46 | 79 |
| Caprice | 39,200 | 82 | 93 |
| Corvette | 4,500 | 68 | 91 |
| **Total Chevrolet** | **191,200** | **53** | **70** |
| Calais | 24,000 | 65 | 78 |
| Cutlass Ciera | 22,000 | 66 | 69 |
| Cutlass Supreme | 21,000 | 68 | 78 |
| 88 | 25,000 | 91 | 107 |
| 98 | 14,000 | 81 | 80 |
| Toronado | 2,700 | 90 | 90 |
| **Total Oldsmobile** | **106,500** | **73** | **82** |
| Sunbird | 25,000 | 82 | 74 |
| Firebird | 11,000 | 167 | 211 |
| Grand Am | 47,000 | 68 | 78 |
| Pontiac 6000 | 6,500 | 68 | 61 |
| Grand Prix | 24,000 | 67 | 80 |
| Bonneville H | 22,900 | 107 | 109 |
| **Total Pontiac** | **134,500** | **79** | **84** |
| **Total Saturn** | **6,600** | **52** | **71** |
| **GENERAL MOTORS** | **612,100** | **65** | **75** |
| **HONDA** | **81,000** | **50** | **85** |
| **MAZDA** | **17,700** | **38** | **45** |
| **MITSUBISHI** | **20,900** | **124** | **48** |
| **NISSAN** | **29,000** | **66** | **85** |
| **TOYOTA** | **38,000** | **35** | **47** |
| **SUBARU** | **22,100** | **125** | **191** |
| **DOMESTIC TOTAL** | **1,300,800** | **63** | **71** |

# Days' supply falls, 70 days for March

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Car inventories fell for the most part in March despite poor sales, as domestic manufacturers kept a tight rein on production.

For the industry, car inventories fell to a 70-day supply as of April 1. That compares with 77 days a month earlier. The year-ago figure was 68 days.

Car sales improved about 17.4 percent from February to March, which helped reduce inventories along with reduced production schedules.

But while sales were better, the daily selling rate for March was still 1[illegible] percent below the year-ago March.

Domestic car stocks, which stood at a 63-day supply, were considerably slimmer than the imported car supply of 90 days; both figures were reduced from March 1.

Ford Motor Co. sales fell furthest of the Big 3 rivals during March, but it had good control of its production and ended up with an inventory of 57 days supply of domestic cars.

Chrysler Corp. and General Motors had larger domestic car supplies than average.

Saab Cars USA saw its supply drop to 35 days from 58 the previous month, as its March sales more than doubled its sales in February.

## IMPORTED VEHICLES, INVENTORY

| | Units | Day's Supply Apr. 1, 1991 | Day's Supply Mar. 1, 1991 |
|---|---|---|---|
| **Car** | | | |
| Chevrolet | 54,800 | 218 | 235 |
| Chrysler Motors | 30,700 | 262 | 255 |
| Dodge | 5,500 | 85 | 75 |
| Acura | 35,000 | 71 | 79 |
| Daihatsu | 1,000 | 50 | 53 |
| Honda | 50,200 | 67 | 90 |
| Infiniti | 4,300 | 47 | 70 |
| Isuzu | 14,500 | 505 | 545 |
| Lexus | 5,500 | 32 | 24 |
| Mazda | 30,000 | 52 | 73 |
| Mitsubishi | 30,700 | 124 | 68 |
| Nissan | 105,800 | 143 | 162 |
| Subaru | 18,500 | 70 | 75 |
| Suzuki | 1,900 | 123 | 153 |
| Toyota | 49,400 | 38 | 47 |
| **JAPAN** | **437,400** | **85** | **95** |
| Audi | 8,700 | 263 | 254 |
| BMW | 12,800 | 71 | 84 |
| Mercedes-Benz | 11,900 | 59 | 59 |
| Mercury | 22,500 | 98 | 87 |
| Porsche | 2,200 | 105 | 161 |
| Volkswagen | 54,900 | 174 | 179 |
| **GERMANY** | **112,900** | **115** | **120** |
| Alfa Romeo | 2,000 | 152 | 178 |
| Ford | 19,700 | 139 | 196 |
| Hyundai** | 39,700 | 86 | 85 |
| Jaguar | 3,400 | 85 | 132 |
| Peugeot | 900 | 70 | 71 |
| Pontiac | 9,300 | 79 | 94 |
| Eagle/Chrysler | 600 | 51 | 256 |
| Saab | 5,100 | 35 | 58 |
| Sterling | 500 | 56 | 58 |
| Volvo | 26,200 | 93 | 120 |
| Yugo | 900 | 165 | 94 |
| **Other Countries** | **108,400** | **87** | **107** |
| **Total Import Cars** | **659,000** | **90** | **101** |
| **Truck** | | | |
| Daihatsu | 700 | 65 | 64 |
| Geo Tracker | 11,000 | 134 | 172 |
| Isuzu | 47,000 | 125 | 184 |
| Mazda | 36,500 | 94 | 97 |
| Mitsubishi | 7,500 | 125 | 58 |
| Nissan* | 54,400 | 97 | 115 |
| Range Rover | 1,100 | 90 | 80 |
| Suzuki | 6,100 | 82 | 109 |
| Toyota | 34,000 | 39 | 42 |
| Dodge | 2,800 | 191 | 162 |
| **Total Imp. Trucks** | **201,000** | **82** | **93** |
| **Total Imp. Vehicles** | **860,000** | **88** | **99** |

*Includes domestic vehicles
**Estimate

# Toyota plans sales in Israel

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Against a backdrop of changing political pressures, Toyota Motor Corp. says it will start selling the Corolla in Israel this year.

The World Jewish Congress, a U.S.-based activist group, has claimed Toyota, Nissan Motor Co. Ltd. and Mazda Motor Corp. have adhered to an Arab boycott of Israel.

Toyota President Shoichiro Toyoda said his company's decision to enter Israel had nothing to do with political pressure, and its absence was not because of any boycott. Until now, he said, "We were kept busy elsewhere."

Mazda and Nissan both say they are studying the possibility of entering the Israeli market, which rose from 61,000 vehicles in 1989 to 90,000 last year.

The Arab boycott came up after the Persian Gulf war in a March meeting between Foreign Minister Taro Nakayama and U.S. Secretary of State James Baker as the United States sought cooperation between Japan and Israel as a measure to ensure a new Mideast peace effort. It resurfaced when President Bush met with Prime Minister Toshiki Kaifu early this month.

The official relationship between Japan and Israel has been correct but distant as Japan sought to shore up Arab support after the oil crises of the 1970s.

A number of Japanese auto companies have been doing business with Israel for some time. Subaru, made by Fuji Heavy Industries Ltd., is the sales leader with about 30,000 units a year, followed by Mitsubishi Motors Corp., Daihatsu Motor Co. and Honda Motor Co.

Toyota said it will set up three outlets initially and plans to sell 5,000 vehicles in 1992, with the hope of capturing 20 percent of a 100,000-unit market in the future. In 1990, Toyota sold 118,000 vehicles to Arab countries.

# CARRYOVER

FROM PAGE 1

after new-model introduction have less value. It adjusts for that by giving dealers a 5 percent carryover allowance. Dealers can pass along the 5 percent to customers.

Ford Motor Co. has offered dealers special incentives, including dealer cash, in lieu of the 5 percent carryover allowance in the last few years. Ford hasn't announced its 1991 program to dealers yet.

A Chrysler Corp. spokesman said the company stopped offering a carryover allowance. The company does offer other incentive programs.

Frank R. Anderson Jr., president of the National Automobile Dealers Association and owner of Sir Walter Chevrolet in Raleigh, N.C., said GM is admitting that it was in error in economizing the program last year.

"It is a big change from last year," he said. "It's an important program to have reconstituted. The big problem for dealers was that we had a tremendous carryover of 1990 models, and no real honest program available to help us sell those vehicles."

Though Anderson said the program falls short of generous, he said Ford and Chrysler will have to take a look at GM's action and develop similar plans for their dealers.

Dealers agree that GM's carryover program for 1991 models is far better than last year's.

"It wasn't much of a program last year," said Don Williams, vice president of Colonial Chevrolet in Norfolk, Va. "It may have been good for GM and Chevrolet, but it was a disaster for the retail side. This program will be a lot more helpful."

Williams said he will wait and see what closeout programs GM offers before deciding whether to participate in them.

"A couple of years ago, GM offered a tremendous sell-down program for dealers, but it was pretty costly for GM," he said.

Daniel E. Burns, owner of Dan Burns Oldsmobile in Delray Beach Fla., said the new program should be beneficial. "GM is struggling, too," he said. "This program should help dealers."

# PRODUCTION

| U.S. CAR | Week Ended Apr. 13, 1991 | Week Ended Apr. 6, 1991 | Apr. to Date | Jan. 1 to Apr. 13, 1991 | Jan. 1 to Apr. 14, 1990 |
|---|---|---|---|---|---|
| Horizon | 0 | 0 | 0 | 0 | 4,327 |
| Sundance | 0 | 1,795 | 1,795 | 12,085 | 20,355 |
| Acclaim | 0 | 0 | 0 | 21,549 | 21,657 |
| **Total Plymouth** | **0** | **1,795** | **1,795** | **33,634** | **46,339** |
| LeBaron A | 0 | 0 | 0 | 0 | 7,039 |
| LeBaron J | 1,750 | 1,418 | 3,168 | 10,701 | 8,332 |
| N. Yorker C-Class | 150 | 145 | 295 | 2,414 | 5,426 |
| Fifth Avenue | 1,100 | 831 | 1,931 | 8,119 | 7,700 |
| Imperial | 200 | 170 | 370 | 2,180 | 5,071 |
| **Total Chrysler** | **3,200** | **2,564** | **5,764** | **23,423** | **34,668** |
| Omni | 0 | 0 | 0 | 0 | 4,078 |
| Daytona | 550 | 462 | 1,012 | 3,703 | 7,338 |
| Shadow | 0 | 2,083 | 2,083 | 14,138 | 22,885 |
| Dynasty | 3,450 | 2,806 | 6,256 | 36,656 | 31,387 |
| Spirit | 0 | 0 | 0 | 19,481 | 23,245 |
| **Total Dodge** | **4,000** | **5,351** | **9,351** | **73,978** | **88,933** |
| **CHRYSLER CORP.** | **7,200** | **9,710** | **16,910** | **131,035** | **169,940** |
| Escort | 0 | 4,599 | 4,599 | 48,461 | 48,668 |
| Mustang | 3,369 | 0 | 3,369 | 14,827 | 38,906 |
| Tempo | 0 | 2,179 | 2,179 | 27,018 | 37,152 |
| Taurus | 7,751 | 6,435 | 14,186 | 83,278 | 112,412 |
| Thunderbird | 2,217 | 1,161 | 3,378 | 18,891 | 31,617 |
| **Total Ford Div.** | **13,337** | **14,374** | **27,711** | **192,475** | **268,755** |
| Topaz | 0 | 1,341 | 1,341 | 12,195 | 14,758 |
| Cougar | 1,674 | 1,139 | 2,813 | 13,992 | 21,171 |
| Sable | 2,729 | 1,949 | 4,678 | 27,003 | 32,237 |
| **Total Mercury** | **4,403** | **4,429** | **8,832** | **53,190** | **68,166** |
| Continental | 1,210 | 926 | 2,136 | 16,572 | 16,124 |
| Mark VII | 211 | 166 | 377 | 2,895 | 8,040 |
| Town Car | 2,551 | 2,195 | 4,746 | 38,703 | 48,533 |
| **Total Lincoln** | **3,972** | **3,287** | **7,259** | **58,170** | **72,697** |
| **Total L-M Div.** | **8,375** | **7,716** | **16,091** | **111,360** | **140,863** |
| **FORD MOTOR CO.** | **21,712** | **22,090** | **43,802** | **303,835** | **409,618** |
| Skylark/Somerset | 2,005 | 1,822 | 3,827 | 32,923 | 24,446 |
| Century | 1,840 | 1,631 | 3,471 | 20,605 | 17,205 |
| Riviera | 283 | 237 | 520 | 2,784 | 6,599 |
| Electra/Park Ave. | 0 | 0 | 0 | 26,337 | 12,354 |
| LeSabre (fwd) | 0 | 0 | 0 | 33,069 | 45,668 |
| Roadmaster Wagon** | 790 | 790 | 1,580 | 7,217 | 1,978 |
| Reatta | 98 | 78 | 176 | 779 | 2,461 |
| **Total Buick** | **5,016** | **4,558** | **9,574** | **123,873** | **110,711** |
| Eldorado | 365 | 279 | 644 | 4,764 | 6,367 |
| Seville | 909 | 725 | 1,634 | 9,376 | 8,092 |
| Brougham (rwd) | 305 | 387 | 692 | 5,469 | 11,450 |
| DeVille (fwd) | 3,651 | 2,059 | 5,710 | 38,251 | 45,269 |
| Allante | 64 | 51 | 115 | 894 | 1,038 |
| **Total Cadillac** | **5,294** | **3,501** | **8,795** | **59,312** | **72,216** |
| Cavalier | 5,610 | 4,484 | 10,094 | 77,915 | 85,956 |
| Camaro | 1,030 | 0 | 1,030 | 10,727 | 14,041 |
| Corsica/Beretta | 2,160 | 5,010 | 7,170 | 57,799 | 80,179 |
| Caprice | 2,535 | 2,445 | 4,980 | 35,729 | 64,370 |
| Corvette | 480 | 387 | 867 | 6,687 | 6,608 |
| **Total Chevrolet** | **11,815** | **12,326** | **24,141** | **188,857** | **251,154** |
| Calais | 2,315 | 1,981 | 4,296 | 32,449 | 25,647 |
| Cutlass Ciera | 2,305 | 1,778 | 4,083 | 16,840 | 23,448 |
| Cutlass Supreme | 2,475 | 1,982 | 4,457 | 28,130 | 23,852 |
| Toronado | 153 | 126 | 279 | 2,012 | 6,206 |
| 88 (fwd) | 0 | 0 | 0 | 18,968 | 23,571 |
| Custom Cruiser Wag.*** | 205 | 205 | 410 | 3,531 | 1,704 |
| 98 | 1,549 | 1,314 | 2,863 | 23,029 | 16,263 |
| **Total Oldsmobile** | **9,002** | **7,386** | **16,388** | **124,959** | **120,191** |
| Sunbird | 2,180 | 1,748 | 3,928 | 34,785 | 37,626 |
| Grand Am | 4,800 | 3,841 | 8,641 | 59,680 | 51,526 |
| Firebird | 290 | 0 | 290 | 2,700 | 8,195 |
| Grand Prix | 1,480 | 1,235 | 2,715 | 26,140 | 30,037 |
| Pontiac 6000 | 635 | 620 | 1,255 | 8,817 | 16,099 |
| Bonneville | 0 | 0 | 0 | 20,940 | 18,950 |
| **Total Pontiac** | **9,385** | **7,444** | **16,829** | **153,062** | **162,433** |
| **Total Saturn** | **1,385** | **1,385** | **2,770** | **16,147** | **0** |
| **GENERAL MOTORS** | **41,897** | **36,600** | **78,497** | **666,210** | **716,705** |
| **DIAMOND-STAR** | **3,135** | **3,123** | **6,258** | **45,157** | **40,947** |
| Civic | 2,080 | 2,080 | 4,160 | 26,689 | 33,877 |
| Accord | 7,465 | 7,412 | 14,877 | 101,309 | 93,940 |
| **HONDA** | **9,545** | **9,492** | **19,037** | **127,998** | **127,817** |
| **MAZDA†** | **2,190** | **2,346** | **4,539** | **41,936** | **54,620** |
| **NISSAN** | **2,630** | **2,311** | **4,941** | **41,132** | **33,166** |
| Corolla | 2,200 | 1,732 | 3,932 | 30,213 | 31,743 |
| Geo Prizm/Nova | 2,000 | 2,200 | 4,200 | 29,788 | 28,726 |
| **NUMMI** | **4,200** | **3,932** | **8,132** | **60,001** | **60,469** |
| **SUBARU-ISUZU** | **1,174** | **1,150** | **2,324** | **16,425** | **8,079** |
| **TOYOTA** | **4,400** | **4,386** | **8,786** | **64,522** | **64,542** |
| **TOTAL BIG 3** | **70,809** | **68,400** | **139,209** | **1,101,080** | **1,296,253** |
| **TOTAL TRANSPLANT** | **27,277** | **25,740** | **54,017** | **387,172** | **389,540** |
| **TOTAL CARS, U.S.** | **98,086** | **95,140** | **193,226** | **1,488,252** | **1,685,903** |
| **TOTAL CARS, CANADA** | **20,729** | **22,565** | **43,294** | **284,492** | **255,835** |
| **U.S., CANADA CARS** | **118,815** | **117,705** | **236,520** | **1,772,744** | **1,941,738** |
| **U.S., CANADA CARS AND TRUCKS** | **200,178** | **201,725** | **401,903** | **2,822,469** | **3,309,807** |

| CANADIAN CAR | Week Ended Apr. 13, 1991 | Week Ended Apr. 6, 1991 | Apr. to Date | Jan. 1 to Apr. 13, 1991 | Jan. 1 to Apr. 14, 1990 |
|---|---|---|---|---|---|
| Monaco | 0 | 0 | 0 | 690 | 3,593 |
| Premier | 0 | 0 | 0 | 1,613 | 1,252 |
| **CHRYSLER CORP.** | **0** | **0** | **0** | **2,303** | **4,845** |
| Tempo | 0 | 2,797 | 2,797 | 30,123 | 36,657 |
| Topaz | 0 | 703 | 703 | 7,824 | 12,503 |
| Crown Victoria | 1,971 | 1,429 | 3,400 | 26,697 | 34,925 |
| Grand Marquis | 3,578 | 2,623 | 6,201 | 17,466 | 31,745 |
| **FORD MOTOR CO.** | **5,549** | **7,552** | **13,101** | **82,110** | **115,830** |
| Celebrity | 0 | 0 | 0 | 0 | 5,292 |
| Cutlass Ciera | 0 | 1,425 | 1,425 | 16,067 | 22,305 |
| Lumina | 4,625 | 3,755 | 8,380 | 50,621 | 63,886 |
| Regal | 3,375 | 2,704 | 6,079 | 31,975 | 49,332 |
| **GENERAL MOTORS** | **8,000** | **7,884** | **15,884** | **98,663** | **70,396** |
| **CAMI** | **2,650** | **2,700** | **5,350** | **37,290** | **0** |
| **HONDA** | **2,200** | **2,076** | **4,276** | **30,643** | **31,413** |
| **HYUNDAI** | **750** | **756** | **1,506** | **11,373** | **4,732** |
| **TOYOTA** | **1,400** | **1,417** | **2,817** | **19,562** | **16,990** |
| **VOLVO** | **180** | **180** | **360** | **2,518** | **2,627** |
| **TOTAL CARS, CANADA** | **20,729** | **22,565** | **43,294** | **284,492** | **255,835** |

| U.S. TRUCK | | | | | |
|---|---|---|---|---|---|
| Caravan | 2,150 | 2,058 | 4,208 | 29,051 | 33,375 |
| Dakota | 1,750 | 1,623 | 3,373 | 17,967 | 20,229 |
| Caravan C/V | 50 | 100 | 150 | 1,110 | 2,225 |
| Ram pickups | 2,050 | 1,563 | 3,613 | 18,213 | 29,604 |
| **Total Dodge** | **6,000** | **5,344** | **11,344** | **66,341** | **85,433** |
| Cherokee | 0 | 3,273 | 3,273 | 25,234 | 46,040 |
| Comanche | 0 | 95 | 95 | 1,513 | 2,079 |
| Grand Wagoneer | 0 | 0 | 0 | 0 | 1,260 |
| Wagoneer/Briarwood | 0 | 90 | 90 | 801 | 991 |
| **Total Jeep** | **0** | **3,458** | **3,458** | **27,548** | **50,370** |
| Voyager | 1,450 | 2,005 | 3,455 | 22,863 | 32,041 |
| Town & Country | 50 | 77 | 127 | 865 | 1,106 |
| **Total C-P Div.** | **1,500** | **2,082** | **3,582** | **23,728** | **33,147** |
| **CHRYSLER CORP.** | **7,500** | **10,884** | **18,384** | **117,617** | **168,950** |
| Aerostar | 4,115 | 3,031 | 7,146 | 35,275 | 53,648 |
| Bronco | 0 | 519 | 519 | 2,925 | 15,794 |
| Bronco II/Explorer | 5,801 | 5,482 | 11,283 | 76,587 | 29,076 |
| Navajo | 122 | 105 | 227 | 4,171 | 0 |
| Econoline | 2,058 | 3,142 | 5,200 | 32,000 | 53,366 |
| Mediums/Heavies | 1,033 | 824 | 1,857 | 10,271 | 14,653 |
| Light trucks | 3,225 | 7,294 | 10,519 | 67,173 | 129,684 |
| Ranger | 3,579 | 5,285 | 8,864 | 63,328 | 87,323 |
| **Total Ford Div.** | **19,933** | **25,682** | **45,615** | **291,730** | **383,544** |
| **FORD MOTOR CO.** | **19,933** | **25,682** | **45,615** | **291,730** | **383,544** |
| Astro | 2,385 | 2,070 | 4,455 | 24,568 | 31,514 |
| Blazer | 0 | 134 | 134 | 2,075 | 4,711 |
| Lumina APV | 1,250 | 974 | 2,224 | 9,048 | 28,499 |
| Mediums/Heavies | 208 | 162 | 370 | 370 | 2,231 |
| P-Model | 434 | 295 | 729 | 4,738 | 6,690 |
| Pickups | 5,969 | 4,859 | 10,828 | 65,095 | 104,221 |
| S-10 | 6,114 | 4,490 | 10,604 | 64,157 | 67,715 |
| S-10 Blazer | 1,615 | 1,267 | 2,882 | 7,193 | 31,748 |
| Sportsvan/Van | 1,185 | 962 | 2,147 | 10,956 | 17,134 |
| Suburban | 798 | 367 | 1,165 | 6,365 | 18,939 |
| **Total Chevrolet** | **19,958** | **15,580** | **35,538** | **194,565** | **313,402** |
| Jimmy | 0 | 76 | 76 | 745 | 1,588 |
| Mediums/Heavies | 392 | 277 | 669 | 669 | 30,000 |
| P-Model | 66 | 117 | 183 | 950 | 833 |
| Pickups | 2,628 | 2,047 | 4,675 | 32,846 | 35,159 |
| S-15 Sonoma | 1,300 | 1,350 | 2,650 | 16,063 | 16,929 |
| S-15 Jimmy | 545 | 344 | 889 | 2,581 | 9,753 |
| Safari | 975 | 618 | 1,593 | 9,624 | 9,566 |
| Suburban | 607 | 470 | 1,077 | 6,350 | 8,159 |
| Vandura/Rally Vans | 430 | 330 | 760 | 4,394 | 6,772 |
| **Total GMC** | **6,943** | **5,629** | **12,572** | **74,222** | **91,759** |
| Silhouette | 555 | 480 | 1,035 | 4,409 | 8,629 |
| Bravada | 480 | 478 | 958 | 6,806 | 0 |
| **Total Oldsmobile** | **1,035** | **958** | **1,993** | **11,215** | **8,629** |
| **Pontiac Trans Sport** | **955** | **687** | **1,642** | **5,518** | **15,870** |
| **GENERAL MOTORS** | **28,891** | **22,854** | **51,745** | **285,520** | **429,660** |
| **NAVISTAR** | **1,240** | **1,656** | **2,896** | **21,806** | **21,082** |
| **NISSAN** | **2,890** | **2,267** | **4,957** | **39,616** | **44,659** |
| **SUBARU-ISUZU** | **900** | **828** | **1,728** | **14,956** | **8,148** |
| **AM GENERAL** | **400** | **400** | **800** | **6,056** | **6,840** |
| **MISCELLANEOUS** | **2,650** | **2,650** | **5,300** | **40,100** | **42,600** |
| **TOTAL TRUCKS, U.S.** | **64,294** | **67,221** | **131,425** | **817,485** | **1,105,483** |

| CANADIAN TRUCK | | | | | |
|---|---|---|---|---|---|
| Caravan | 3,258 | 2,703 | 5,961 | 38,253 | 47,692 |
| Caravan C/V | 336 | 394 | 730 | 9,840 | 3,666 |
| Pam Wagon | 715 | 580 | 1,295 | 5,887 | 6,490 |
| Ram Van | 1,205 | 980 | 2,185 | 10,451 | 16,456 |
| **Total Dodge** | **5,514** | **4,657** | **10,171** | **64,431** | **74,304** |
| Voyager | 2,550 | 2,008 | 4,558 | 28,533 | 39,427 |
| **Total Plymouth** | **2,550** | **2,008** | **4,558** | **28,533** | **39,427** |
| Wrangler | 1,500 | 1,304 | 2,804 | 14,460 | 13,677 |
| **Total Jeep** | **1,500** | **1,304** | **2,804** | **14,460** | **13,677** |
| **CHRYSLER CORP.** | **9,564** | **7,969** | **17,533** | **107,424** | **127,678** |
| **FORD MTR. (lt. trks.)** | **0** | **2,287** | **2,287** | **23,624** | **41,002** |
| Light trucks | 3,195 | 2,433 | 5,628 | 39,522 | 52,722 |
| Vans | 1,584 | 1,267 | 2,851 | 11,544 | 12,604 |
| **Total Chevrolet** | **4,779** | **3,700** | **8,479** | **51,066** | **65,326** |
| Light trucks | 1,055 | 952 | 2,007 | 15,637 | 20,242 |
| Vans | 561 | 514 | 1,075 | 5,726 | 5,271 |
| **Total GMC** | **1,616** | **1,466** | **3,082** | **21,363** | **25,513** |
| **GENERAL MOTORS** | **6,395** | **5,166** | **11,561** | **72,429** | **90,839** |
| **CAMI** | **1,200** | **1,220** | **2,420** | **16,407** | **0** |
| **NAVISTAR** | **0** | **157** | **157** | **2,206** | **3,067** |
| **TOTAL TRKS., CANADA** | **17,159** | **16,799** | **33,958** | **222,180** | **262,586** |
| **U.S., CANADA TRKS.** | **81,363** | **84,020** | **165,383** | **1,039,665** | **1,368,069** |

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd). ***1990 totals reflect Olds. 88 (rwd)
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

# Output rises in full week

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. automakers assembled 98,086 cars last week, 3.10 percent above the prior week when the Big 3 worked a four-day holiday week. Last week's output was 6.18 percent below the year-ago week.

Year-to-date, U.S. automakers have produced 11.13 percent fewer cars than at this point last year.

Truck production was estimated at 64,204 units last week, 4.49 percent below the prior week and 7.61 below the year-ago week.

So far this year, 817,485 trucks have been assembled, a drop of 26.05 percent from 1990.

Ford has scheduled single shifts at the Lorain, Ohio, and Edison, N.J., truck plants this week.

General Motors' Wilmington, Del., car plant is down this week for assembly readjustment. The plant is being prepared for higher daily output of Chevrolet Corsica and Beretta to compensate for the closing of the Linden, N.J., assembly plant in July. GM continues to work Saturday overtime on the postal line at the Moraine, Ohio, truck facility.

**CANADA:** Canadian car production was 20,729 last week, down 8.14 percent from the prior week. Year-to-date, 284,492 cars have been assembled, 11.20 percent above 1990.

Truck production was 17,159 last week, up 2.14 percent over the prior week. So far this year, 222,180 trucks have been assembled, 15.39 percent behind 1990.

## SCHEDULED PLANT CLOSINGS

| Plant | Weeks down | Units lost/ week |
|---|---|---|
| **FORD** | | |
| **Kansas City, Mo.** | 4/15 | * |
| Ford F-Series light truck | | |
| **Michigan Truck** | 4/15 | 3,000 |
| Bronco | | |
| Ford F series | | |
| **Ontario Truck** | 4/15 | |
| Ford F series | | 2,920 |
| **GENERAL MOTORS** | | |
| **Fort Wayne, Ind.** | 4/15 | |
| Chev. S10 pickups | | 1,430 |
| GMC S15 pickups | | 330 |
| **Oshawa, Ontario** | 4/15 | |
| Chev. full-sized pickups | | 2,805 |
| GMC full-sized pickups | | 1,105 |
| **Tarrytown, NY** | 4/15 | |
| Chev. Lumina APV | | 245 |
| Olds. Silhouette | | 175 |
| Pontiac Transport | | 160 |
| **Wentzville, Mo.** | 4/15 | ** |
| Buick Park Avenue | | |
| Pontiac Bonneville | | |
| Olds. 88 Royale | | |
| **Wilmington, Del.** | 4/15 | |
| Chev. Corsica/Beretta | | * |
| **CHRYSLER** | | |
| **Belvidere, Ill.** | 4/15, 4/22 | |
| Chrysler New Yorker | | 245 |
| Chrysler Imperial | | 220 |
| Chrysler Fifth Ave. | | 775 |
| Dodge Dynasty | | 3,520 |
| **Newark, Del.** | 4/15 | |
| Dodge Spirit | | 2,090 |
| Plymouth Acclaim | | 2,565 |
| Chrysler LeBaron | | 1,440 |
| **Sterling Heights, Mich.** | 4/15, 4/22 | |
| Dodge Shadow | | 2,210 |
| Plymouth Sundance | | 2,240 |
| **Bramalea, Ontario** | 4/15 | |
| Eagle Premier | | 875 |
| Dodge Monaco | | 400 |
| **Pillette (Windsor)** | 4/15 | |
| Dodge Ram Van | | 1,235 |
| Dodge Ram Wagon | | 650 |
| **Total U.S. car** | | **19,305** |
| **Total Canada car** | | **1,275** |
| **Total U.S. truck** | | **5,340** |
| **Total Canada truck** | | **8,715** |
| **Total units lost week of 4/15** | | **34,635** |

†Plant maintenance
**Model changeover
Source: Automotive News Data Center

# NOTE

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